

Modern LITHOGRAPHY

APRIL - 1951 - VOLUME 19 - NUMBER 4



In This Issue: Offset Controls at GPO • Photo Offset Newspapers
High Quality on a 17 x 22 • Multi-Metal Plate Summary • Press Lay

Fast Orange Toner 137P

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THE COVER

Negative imposition and stripping at the Government Printing Office. The system of controls is described and some of the forms used in the GPO offset division are shown in the article beginning this month, page 28.

APRIL, 1951

VOLUME 19, No. 4

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MODERN LITHOGRAPHY

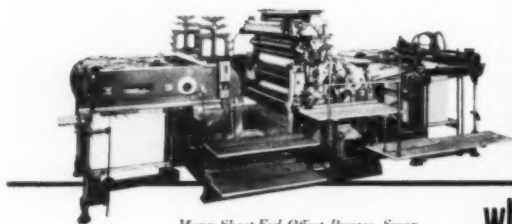
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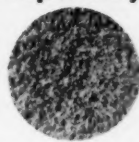
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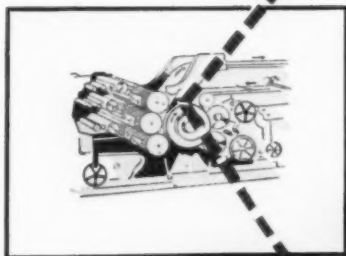
MODERN LITHOGRAPHY, April, 1951

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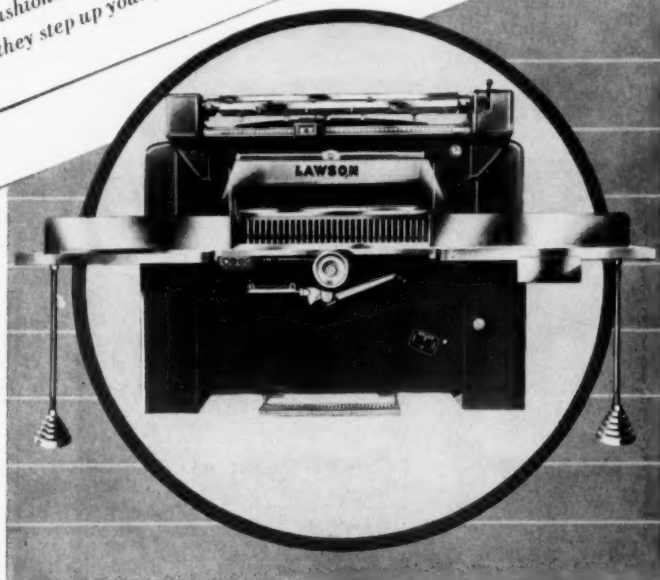
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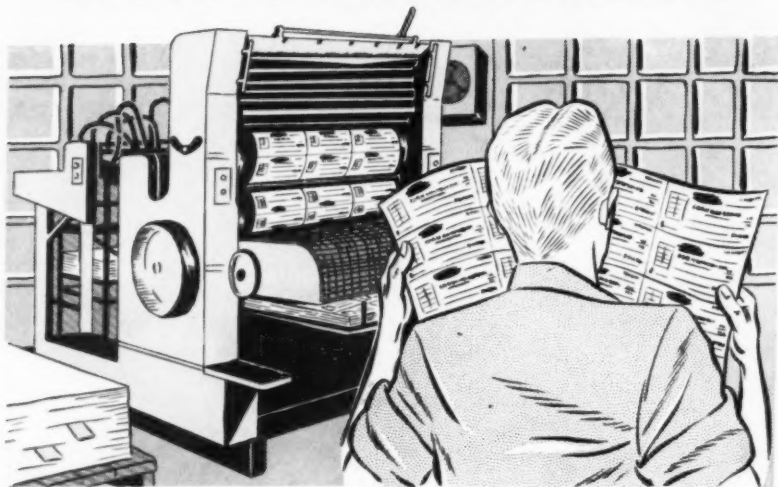
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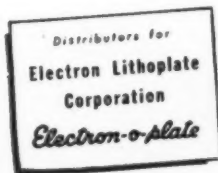
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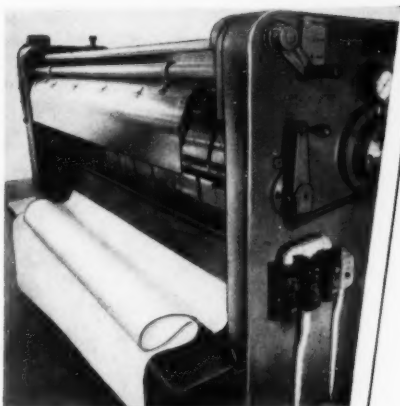
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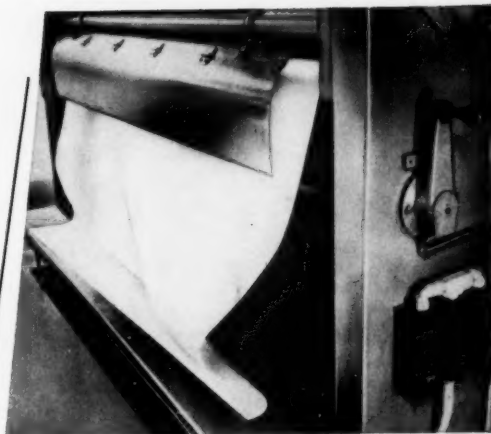
47 WATTS STREET • NEW YORK 13, N.Y.

MODERN LITHOGRAPHY, April, 1951

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Defective sheet drops on platform of infeed unit



Defective sheet being ejected from infeed unit

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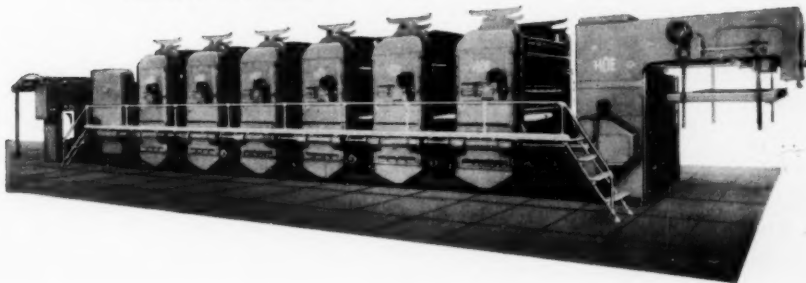
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Neenah, Wisconsin

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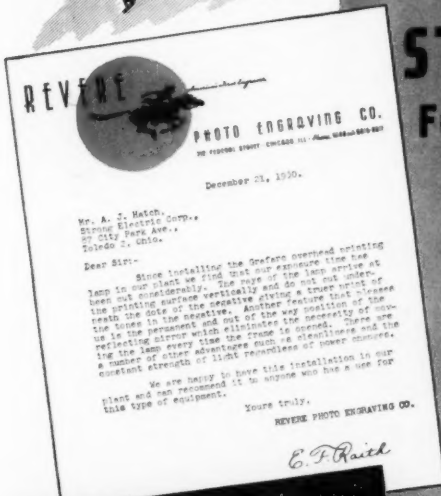


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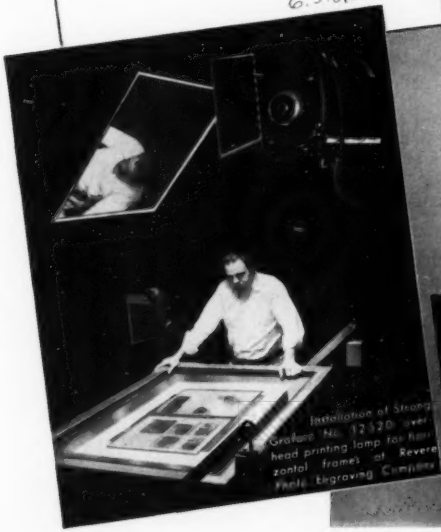
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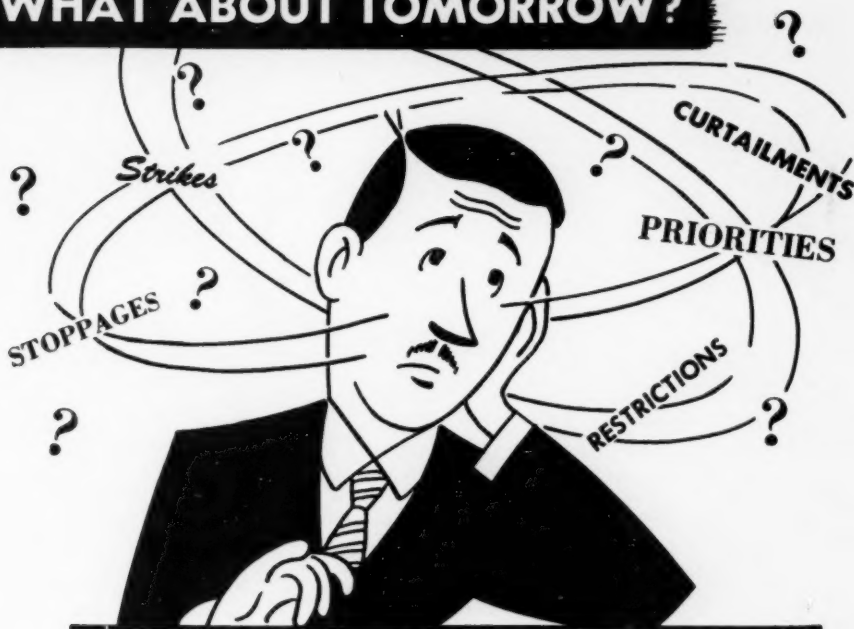
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turned up the
evidence!

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Name

Position

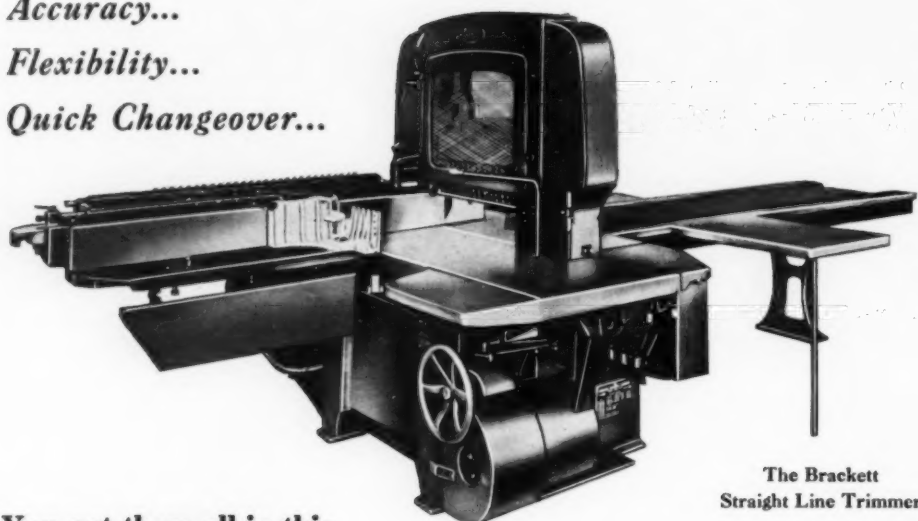
(Please attach to, or write on, your business letterhead.) WL 428

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Flexibility...

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Please send a quart bottle of Harris Counter Etch. Ship and bill through my nearest dealer.

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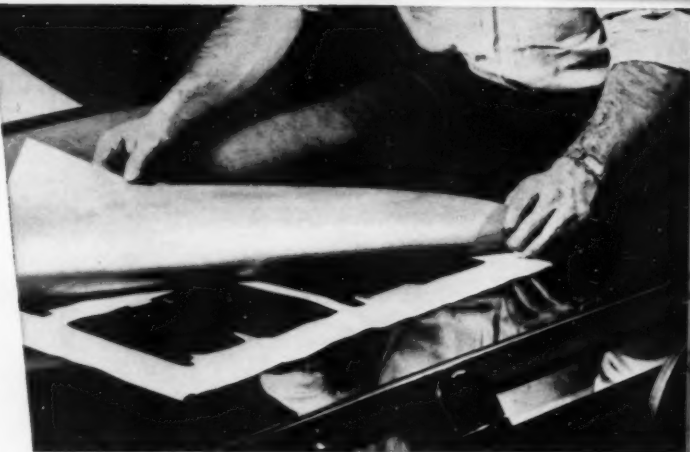
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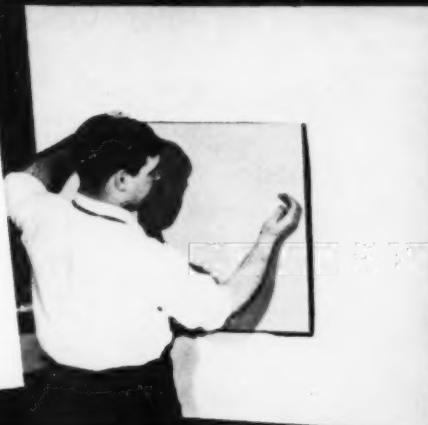
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BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

EDITORIALS

IN Ohio, in May, there will be two graphic arts meetings for production men, and technical men, which should be well worth attending. The first is the annual meeting of TALI, the Technical Association of the Lithographic Industry. Again this year technical leaders in lithography will present a series of papers reporting on current research being conducted in lithography, and other processes. This year, too, TALI is to expand its name and functions to take in technical men in all phases of the graphic arts. This meeting will be in Columbus, May 7, 8, and 9.

Later the same week, the National Association of Litho Clubs will hold its annual convention in Cleveland, May 11 and 12.

Where management decisions are involved in arranging for production men and technical men to attend these meetings, we suggest that the benefits to be obtained from them can be well worth the time and expense of attending.

IN lithographic conventions and quiz programs from coast to coast we have seen the popular pattern followed where a panel of experts is set up and questions on all phases of lithography are batted around. While this type of meeting has proved to be quite popular, it has a prime weakness. A large percentage of men in the audience have a somewhat narrowed interest, confined in many cases to only one phase of lithographic production. One man's problems center around photographic work, another's platemaking, color and tone correction, presswork, etc.

The weakness, then, is that while a discussion goes along hot and heavy on what causes scumming on the press, all the men engaged in other phases of offset have only a passing interest.

We will be quite interested in the innovation planned for the convention of the National Association of Litho Clubs. Provisions are being made for 22 round table discussions to be carried on simultaneously. There are to be 22 different tables, each with one or more specialists in a certain phase of lithography. Quiet discussions thus can be carried on within a small circle, individual problems can be dealt with efficiently, and a maximum amount of knowledge can be

exchanged. A man seeking answers to specific questions can go to the proper table to obtain his answers, where everybody at the table has a common, specialized interest. He won't be forced to waste time listening to other questions on subjects in which he has no interest.

The idea seems like a big step forward in meeting the demand for help on specific problems.

SPECULATION around the industry indicates that, to some extent at least, current paper scarcities can be blamed on over-buying. "If the shortage doesn't let up a little, we'll have to add another warehouse for our hoarding," someone aptly commented.

Mills currently are making paper at peak production levels. And this in spite of harrassing shortages of chlorine and sulfur, vital chemicals for bleaching pulp, and for making the needed sulfuric acid for treating pulp. Taking this large production are printers, lithographers, publishers and others. Also, the government is taking ten percent of mills' output of fine papers, machine coated, and book papers, and this is being upped to 15 percent. However, much of this paper presumably finds its way to the presses of commercial printers and lithographers who are handling increasing amounts of mobilization printing.

Business among lithographers continues to be reported as "spotty," with many plants definitely looking for jobs, while others still lean on heavy backlogs of orders. Paper men insist, in many cases, that some printers and lithographers are buying much more paper than they are using. They have overbought through panic—fear of a repeat performance of the long years of World War II paper scarcity. These abnormal inventories, bought at peak prices, could turn out to be a serious boomerang, should the current imbalance of supply and demand change abruptly. While it is impossible to foresee, most business men will agree that a sudden break is possible.

Better think twice before being driven into excess buying by panic. Many were caught with big inventories of high priced paper shortly after World War II, and took a beating on it.

OFFSET PRODUCTION CONTROLS

keep volume of work moving efficiently at GPO

Prepared for Modern Lithography by the Government Printing Office

EACH of the various operations connected with offset lithography, as practiced in the Offset Press Section of the Government Printing Office, is regulated by some type of control. These controls have become such standard procedure that they are regarded as one master control, and they are so coordinated that it is difficult to define where one ends or another begins.

Here is an enumeration and description of some of the principal controls found most satisfactory in the Offset Press Section. All imposing and stripping, as well as the arrangement of negatives or positives, platemaking,

plate graining, filing and recording of reproducible requested stored, ink and stock requisitioned, and the issuance of work production jackets, are coordinated and controlled in a manner to assure meeting rigid schedules.

1. A file card record is established for every work performance jacket immediately upon receipt in the Offset Press Section. On this file card is most of the data essential to labor, equipment, material and schedule control and to the recording of all operations on the job during its entire processing, including the completion and delivery date. This information

is valuable at many points of production and is also useful for future reference.

2. A record entry is made for all work performance jackets sent out of the Offset Press Section or borrowed by another section. This saves an untold amount of time that would otherwise be spent in trying to locate them or to remember where they are.

3. Duplicates of all requisitions for negatives are forwarded to the Offset Press Section at the time the negatives are ordered. These advance duplicate requisitions are filed, and when the negatives or any part of them are received, the duplicate

[illegible]

G. P. O. Form 1200b (Rev. 11-15-66)		1E-47000-2	
Title _____		Brand _____	
Business _____		Rev. _____	
No. of Pages _____		Imports _____	
Neeps Made _____		Stock / Job _____	
Foreign No. _____		Cash Index _____	
_____		Neaps Cont. _____	
_____		Neaps Brand _____	
Title _____		Foreign Index _____	
_____		Stock Neaps _____	
Remarks _____		_____	
Stock _____		Job _____	
Proof _____		Date out _____	
Yes / No _____		Date returned _____	
Index sent to _____		Company delivery _____	
Copy sent to _____		Sent by _____	
Price Grouping _____		Index No. _____	
_____		Date _____	
_____		Reflected delivery date _____	

Phone made	No.	Remarks	TO PRESS	DELIVERY
			1	1
			2	2
			3	3
			4	4
			5	5
			6	6
			7	7
			8	8
			9	9
			10	10
			11	11
			12	12

requisition is picked up and clock-stamped, showing date and time the negatives were delivered to the Offset Press Section. In this manner the schedule for delivery to the imposing room can be followed closely.

4. The next fundamental operation is the checking and inspecting of the negatives against the copy and other instructions. The most effective way to insure satisfactory reproduction, is by having thoroughly trained craftsmen who know what can be attained in platemaking and press-room reproduction do this checking and inspecting operation. Negatives or positives found to be unsatisfactory are returned to the negative preparation section for remaking, or further processing.

5. After the negatives or positives pass inspection, they are imposed or otherwise assembled for platemaking. When the goldenrod mask sheets are cut, another effective control is applied. This operation comprises thoroughly checking all previous processing of the job to ascertain that each instruction has been completed before passing on to the Platemaking Section. This step is to insure that all parts of the film to be exposed are cut out, and includes a check for perfect alignment, proper pagination, proper separation on color work, and any variation in exposure time to obtain desired results.

6. Platemaking controls begin in the formulating of all solutions which are prepared under rigid and fixed rules by one laboratory attendant, maintaining exactness in all operations. Plate preparations, coating operations, exposures, developing and final inspection of the finished plate are all controlled by a proven process and are deviated from only on specific request. Plates are grained to obtain a medium fine grain which is rigidly controlled and found to excel on all classes of offset reproduction which are produced in the Section. Another procedure to maintain controls is the classifying of each operation, with each operator initialing the particular part he performed in the processing of all work. From these records, stamped and made a part of each job, any inadequacy can be traced easily

The GPO Offset Division

"**W**HEN the offset process was introduced into the GPO in 1926, the Office was in a very favorable position to carry on the study and development of the art. We already had a large Photo-Engraving Section, with suitable camera equipment and a wealth of experience in activities which are, of course, in many respects related to offset procedures. Even more important, we had enough experience to know that we had a lot to learn.

"We began with two 46-inch sheet-fed single color presses and the necessary platemaking equipment. The first jobs we ran were two letterheads averaging half a million each. By continuing to draw advice and inspiration from our friends in the industry, we progressed steadily to a point where our operation became as routine as any of our older activities. In 1940 we took the negative-making out

of the Photo-Engraving Section and established it in a new and separate unit. In the meantime we kept expanding our facilities until today we are running 15 presses, including four 42x58-inch presses and eight 35x48, as well as a sheet-fed perfecter, 38x52 inches. We have 225 employees in the Offset Preparation, Press and Platemaking Sections alone, to say nothing of those in the Composing Division whose output goes into the offset operation, or the bindery workers who finish up the press product. We are making about 30 million square inches of plates annually and running off a hundred million press impressions."

JOHN J. DEVINY

U. S. Public Printer

(From address at the convention of the National Assn. of Photo-Lithographers, Washington, D. C., Oct. 1950)

The order for work to be done in the offset department provides space for complete data. The form is 8 x 10 1/2", punched for ring binder.

GPO Form 1070 (Rev. 10-15-48)									
OFFSET ORDER									
By Division of TYPOGRAPHY & DESIGN									
Order No. _____	Date _____	CLASSIFICATION <input type="checkbox"/> UNCLASSIFIED <input type="checkbox"/> CONFIDENTIAL <input type="checkbox"/> SECRET		Req. No. _____	Joblet No. _____				
By _____				Department _____	Title or Print Order No. _____				
<input type="checkbox"/> Current Work		<input type="checkbox"/> 25% Extra		<input type="checkbox"/> Outside Purchase		<input type="checkbox"/> Emergency		<input type="checkbox"/> Dated Periodical	
RECEIVED AT P. O. OFFICE		OPERATION - <input type="checkbox"/> PREPARE AND ON- SCHEMATA - <input type="checkbox"/> COMPLETED - <input type="checkbox"/>		NEGATIVES AND ON- SCHEMATA - <input type="checkbox"/>		BLURRING - <input type="checkbox"/>		CUTTING, CREATING, TYPING, RELAYING - <input type="checkbox"/>	
NAME _____								RELAYING - <input type="checkbox"/> FROM SUBMITTED TO - <input type="checkbox"/> OFFSET PRESS OFFSET PRESS - <input type="checkbox"/>	
Furnish _____ Sets Proofs of <input type="checkbox"/> All Pages; or only Pages _____									
NEGATIVES AND POSITIVES TO BE MADE									
KIND	LINE	HALFTONE							
NEGATIVES	POSITIVES	NEGATIVES	POSITIVES						
Color	Black	Color	Black						
Pages on Plate	Color	Black	Color						
Parties	Color	Black	Color						
Illustrations	Color	Black	Color						
Miscellaneous	Color	Black	Color						
Total									
This order is a remake because:									
Size: Inches _____ x _____				Description: <input type="checkbox"/> Layout <input type="checkbox"/> Dummy <input type="checkbox"/> Sample <input type="checkbox"/> Color Break					
Margins (inches): Head _____				Gutter _____					
Outer Margin _____				Inner Margin _____					
Color: <input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Red <input type="checkbox"/> Green <input type="checkbox"/> Yellow <input type="checkbox"/> Magenta <input type="checkbox"/> Cyan				Substrate: <input type="checkbox"/> 100 <input type="checkbox"/> 150 <input type="checkbox"/> 200 <input type="checkbox"/> 250 <input type="checkbox"/> 300					
Number of Pages _____				Plates: <input type="checkbox"/> All Colors <input type="checkbox"/> Day's End					
Number of Pages _____				Instructions: <input type="checkbox"/> Top quality in all phases of production. <input type="checkbox"/> Straight reproduction acceptable. <input type="checkbox"/> Clear and legible printing required.					
Negative Room: <input type="checkbox"/> Minimum rolling time. <input type="checkbox"/> No rolling except on indicated on copy or grade. <input type="checkbox"/> Rollings with <input type="checkbox"/> delay <input type="checkbox"/> accepted.				Approximately _____ plates to be dropped. <input type="checkbox"/> Improve negatives before making positives. <input type="checkbox"/> No overexposure.					
Remarks: _____									

[illegible]

By leaving very little to chance, the Government Printing Office offset production is controlled throughout with an exactness that approaches laboratory precision. The result is a photolithographic product of standard and uniform quality which would not otherwise be possible. ★★

Photo-Offset and the Non-Daily Newspaper Today

By Dick Russell

TODAY it isn't hard to start an argument in the "back shop" of many newspaper plants. The magic words which seldom fail to fan the spark of contention are "photo-offset." Those two words brought me a whispered caution from the business manager for one southern newspaper chain: "Let's don't talk about it here in the shop. Come up to my office."

On another occasion, they brought a shop foreman springing at me, composing stick in hand, screaming, "It won't work! It won't work! It's failed time and time again and it never will work!"

This belligerent journeyman was applying the verbal kiss of death to offset newspapers. Offset will not "work" for newspapers, he was saying. His exclamations were, with little qualification, wrong. This letterpress printer was hiding his eyes from something he had been taught to fear.

Some of the facts he refused to recognize are these: Offset *does* work for newspaper publishing, just as it has for more than a dozen years. At the time of his declamation, an estimated 200 offset periodicals in the United States were being published, in whole or in part, by offset.



Any attempt to compile a complete list of weekly newspapers published by photo-offset would be predestined to failure. Offset newspapers can mushroom apparently out of nowhere and nothing. Yet, in the ability of offset newspapers to be born without fanfare lies perhaps one of their most significant potentialities.

Accompanying this article is a list of offset newspapers compiled over a period of two years. The fact that this list of offset newspapers is restricted to fewer than 60 non-daily publications is due largely to the fact that we were seeking publications devoted primarily to news content and intended for general distribution. This ruled out a number of high school papers, college papers, union papers and house organs. This list does include a number of "shoppers," however.

When speaking of offset newspapers, it is inevitable that one will begin substituting the word "publications" for "newspapers." This highlights one of the important effects offset has had on newspapers. It has turned them in the direction of magazines or "pictorial" newspapers, as many publishers prefer to call them.

Offset has tended to reduce or limit the page size of newspapers published by that method. Most popular page size is about 11 x 17 inches, because

this size can be printed two up on the popular 17 x 22 sheet-fed presses.

However, several publishers of offset newspapers have restricted page size even further, so they can print four up on larger sheet-fed presses. Web-fed offset presses are still few and far between in the newspaper business.

So far as I could determine, only one conventional eight-column newspaper is being published by offset today. That is the *Mebane* (N. C.) *Journal*, and the publisher has achieved the impossible with a small sheet-fed press. For several months an eight-column daily was published at Gladewater, Texas, by offset on a sheet-fed offset machine, but that soon proved unpopular.

Further complicating the "newspapers" versus "publication" issue is the growing popularity of staples and stitches for offset "pictorials." Yes, many of what would be called offset "newspapers" are either stitched or clasped by metal staples.

Magazine-like covers further complicate the issue. Offset has turned the newspaper world topsy turvy, so that we who have devoted our lives to studying journalism need to stop and carefully redefine our terms.

For illustration of what I mean, let's consider one of the neatest offset publications on the market, the *Glen-*

coe, (Ill.) *News*. Observe these confusing characteristics. The issue of April 20, 1950, has a format of 9½ x 13 inches. Its pages are bound together by two metal staples. A handsome two-line, two-style nameplate appears in the upper left of the front page or "cover." The "dateline" is gathered in three short lines in the upper right-hand corner of the cover. Machine-finished book paper is used throughout. The cover is in two colors, black and orange, and the combined brown. No text matter appears on the cover—only one bordered picture and six words of description. Cover pages are neither numbered nor counted. All these features would indicate that the *Glencoe News* is a magazine. On the other hand, 31 of the 42 pages contain nothing but advertising. This might indicate that the *News* is a catalog.

Newspaper features, however, include these: Inside pages are divided into 13-pica columns. All editorial space is occupied by news and pictures. All news and pictures are local. All advertisements are local, some being of a "cooperative" nature, however.

Although this is not typical of offset news publications, it is representative of a good portion of them. Practically all offset newspapers share some of the magazine features. Whether this hy-



"The Mebane Journal," Mebane, N. C., only full size, 8 column newspaper located in the survey, is offset one page at a time on a short run. The "Glenview (Ill.) Post", with Vari-Typer composition makes a neat job. Another tabloid size offset paper is "Caricature", published in the Greenwich Village section of New York City.





Dan L. Thrapp, co-publisher of "The Whittier Pictorial", Whittier, Calif., new offset pictorial bi-weekly, holds copies of publication which is growing in circulation and advertising despite problems of production costs.

Offset Paper One Year Old

Two young Whittier, Calif., men whose prior graphic arts experience was in the letterpress world of metropolitan newspapers have completed a year as editors and publishers of an offset local pictorial bi-weekly and think they see daylight ahead.

They are Charles N. Pollak II and Dan L. Thrapp, publishers of the *Whittier Pictorial*, which bears the subtitle of "Whittier's Own Local Picture Magazine", and is published every other Thursday. Circulation is about 2700 copies, which sell at 15 cents, and net the owners about 6 cents per copy.

The *Whittier Pictorial*, in *Life* size format, is produced four-up on a 22x 29 Harris by Globe Lithographing

Co., Los Angeles. Typesetting is done on linotype by the F & B Typographic Service, Whittier. The editors paste up page dummies from galley proofs of the straight matter, leaving spots for the illustrations to come. The pasteup, together with continuous-tone prints of news and feature pictures, goes down the street to Globe, which gang-shoots the halftones, strips them onto the line negatives and does what opaquing is necessary. Globe makes the plates, does the presswork and binds the magazine, which recently has been increased from 24 pages to 36 pages.

The magazine runs 30 or more news or feature pictures per issue, and about twice that many advertising illustrations.

brid type of publication will have any lasting effect upon the fourth estate is today a matter of conjecture.

The *Glencoe News*, by the way, is but one of several news periodicals published by Lloyd Hollister at Wilmette, Ill. Two almost identical weekly publications are the *Wilmette Life* and *Winnetka Talk*. In appearance, the three are merely different editions of one suburban local news magazine.

Probably the most important effect offset has had on the newspaper publishing business is the jolt which it has given to traditional thinking of fourth estate people. Though many

are withholding judgment, it is possible to publish a newspaper more economically with offset than with letterpress. Certainly it is not always feasible. But it is possible.

Journalism students are told that there was a day in the history of American journalism when anyone who had \$50 and a shirttail full of type could establish and publish a newspaper. Today, they are told, the newspaper business has become a big-money operation.

Shoestring publishing has always been possible in most localities. Photo-offset has emphasized this, and has reduced the length of the prerequisite

shoestring. Offset has dramatized the fact that a newspaper may be published without expensive equipment—jobbed out and printed in a commercial shop.

In Louisville, Ohio, Ernest Zielasko and Walter McCord were stirred by this new awakening. In 1949, they established an offset weekly in competition with a 63-year-old weekly, putting into it their net capital of \$200 and two typewriters. They used the two typewriters for composition, preparing their first issue in McCord's home.

They had to collect for advertising in the first issue before the end of the month in order to continue publication, but they made a go of it. They later rented office space, bought a Vari-Typer and hired a stenographer. The *Louisville Banner* started out as a part-time venture, but it had soon built itself into a full-time operation. Zielasko and McCord have their paper published by a nearby commercial printing firm.

Even stranger things have happened. Consider Logan Monsees in Enid, Okla. He rents office space on the second floor of an Enid bank building. There he uses a Vari-Typer, Speedball pens, rubber cement to make pasteups for his semimonthly *Pictorial Mail*. Many of his ads are clipped from Enid's daily newspapers, which hesitate to acknowledge existence of the *Pictorial Mail*.

Monsees has thrown another journalistic boogie out the window. He divides his tabloid-size pages into six narrow columns. This increases by 20 per cent the number of "column inches" he can sell to advertisers. Since the paper is devoted almost entirely to large ads, its appearance is hardly affected by this practice.

When his pasteups are complete, Monsees airmails them overnight to Craig Siegfried, offset newspaper publisher in Independence, Mo. Next day, Siegfried prints the paper and mails the 8,500 copies on a bulk permit at the postoffice in Independence. They are delivered then to boxholders in and around Enid, more than 300 miles from Independence.

(Continued on Page 95)

HIGH QUALITY OFFSET

with a 17x22 press and precise controls

THE old theory of the beaten path to the door of the forest-dwelling mousetrap maker has long since been exploded by the demonstrable results of advertising. Yet, it still is true that not all of the new processes, and new methods which make for progress, are developed in the industrial or philanthropic laboratories. Some of them are perfected by artisans and engineers working virtually alone, before they become known to the outside world.

The creators of "Life-tone" offset lithographic reproductions are in the latter category. They are a couple of ex-GI's who, by virtue of a thorough-going knowledge of mechanics and physics and chemistry, and a burning desire for efficiency and perfection, produce unusual results. They operate under the name of HGH Offset Lithography Inc., from a small offset shop buried deep within New York City's Borough of the Bronx.

Modern Lithography brings readers an example of HGH color work in the accompanying insert, printed on an ATF Chief offset press, sheet size 17½ x 22½", from separations without hand correction.

How do they do it? "By working backward from the press itself to the camera," according to James T. Gleason, vice president of HGH. But it's not quite so simple as it sounds. Actually, there's nothing they do which cannot be duplicated by any offset printer, providing he is willing to develop his controls to the high level attained by HGH.

In explaining the "working backward" idea, Mr. Gleason points out that studies first were made of press conditions, paper and ink. These studies resulted in specific and rigid standards for any combinations of the three elements. And these set standards are checked throughout the running of each job to guarantee their constancy.

As one example, since the amount of ink which is applied to a given type of stock affects shadow areas to a greater degree than it does highlights, small spots of solid color are placed at points on the margin of the sheet corresponding to major color areas in the work. Each spot of solid represents maximum density and can be measured against the previously established standards for press, paper and ink while the job is running. Gradations in tonal reflection of any given area of the job can be compared quickly and accurately with densitometer readings recorded from the "ok" sheet. Instant adjustment of press, water or ink are made by the pressman to bring the run back to the set standards.

Given proper standards for presswork, set by actual running under varying conditions, the problem becomes one of accurate controls in platemaking. Here again, the variability of the human element is reduced to a minimum by the establishment of specific standards controlled by an LTF Sensitivity Guide. The criterion for HGH plates is not their appearance to the naked, however practiced, eye, but to the standard which is controlled mechanically and which experience has shown will

produce the best end results repeatedly.

The same rigidity of mechanical control is applied to the gallery work. Positives are made from separation negatives on which density readings to predetermined standards have been made. Exposures through the screen are related to these readings. Highlight, middle tone and shadow exposures are increased or decreased according to established recordings, thus reducing makeovers to a minimum.

The process of making separation negatives is under the same rigid standards as all other work. Transparencies are masked to retain photographic fidelity. Set temperatures of solutions and exposure timing are not permitted to deviate. Voltage regulators are used on all sources of electric power.

The over-all results of such thorough dependence on the mechanical, physical and chemical tools available, and the knowledge of how to use them to the best advantage, are finished products of high quality. All without the delays, costs and time consuming tasks of operators who work with hand and eye to make up for the deficiencies which less rigid standards so often produce.

How did HGH get into color reproduction of such high excellence on small offset equipment? Their answer is one which many a printer in the process of expansion may find helpful.

"First of all," they say, "we wanted to get away from the rush-and-volume rat-race of being an exclusive
(Continued on Page 101)



Lithographed in four colors
by
HGH Offset Lithography, Inc. New York
from separations without hand corrections
on an ATF Chief 22
Color photo by Modori, New York



Progress in Polymetallic Plates

By Herbert R. Leedy

Chemical Division, Harris-Seybold Co.
(From Current "Harris Impressions")

AS early as 1890, experimenters in lithography observed that some metals seemed to be ink-receptive and certain others were ink-repellent when wet. Over the years, this observation was made again and again.

The obvious conclusion was, "Why not make a new and better litho plate out of two different metals—one to attract ink and the other to repel it?" Naturally, there followed much experimenting, many applications for patents, and various degrees of success and failure.

In the five years since V-J Day, activity in polymetallic research has been stepped up tremendously. Some processes are currently being marketed commercially.

Some amazing figures have been reported regarding the wearing qualities of polymetallic plates. Over 600,000 impressions on maps . . . a half a million or more on folding boxes, labels and food wrappers. At the end of these runs the plates reportedly show no appreciable wear. Some plates, being run experimentally, have well over three million impressions to their credit!† And they are said to have been put on and taken off the press more than 30 times.

†A can company reports runs of two to three million impressions as "commonplace" and "more than seven million impressions have been obtained from a single plate". This was reported in *Modern Lithography*, Dec., 1955, Pg. 48.—Editor.

These reports and the attendant publicity in trade journals have kindled every lithographer's interest in polymetallic plates.* Such questions as "How will printing with these plates fit into my operation?" and "If it doesn't fit into my operation, what effect is it apt to have on my business?" have been turned over in many minds.

Generally, a lithographer must answer the following questions in considering polymetallic printing for his plant:

1. Does his present type of work, or his contemplated type of work, justify polymetallic plates? That is, are his runs going to be extremely long and is top quality an important factor?
2. Do the extra costs of polymetallic plates outweigh the advantages to be expected from them?

Many Reactions Studied

Among the metals which have been used in various combinations for polymetallic plates are aluminum, chromium, copper, lead, magnesium, mercury, monel, nickel, silver, stainless steel, steel, zinc and iron. Even gold is reported to have been used in the intense search for the ideal lithographic plate.

A relatively new observation is that

*Meaning two or more metals in combination

it is not the metals themselves that have an inherent tendency to be ink-receptive or ink-repellent. It is the different chemical reaction products or surface films which form on the metals which actually exhibit the tendencies.

Obviously, when completely dry, all surfaces will be ink-receptive. It has been shown, however, that most metals and alloys in the wet state can be made either ink-receptive or ink-repellent. Which tendency predominates depends upon the chemical treatment given the surface, and the chemical properties of the water fountain solution.

We don't want this article to get mixed up in a controversial discussion of the value of any of the numerous approaches to the polymetallic plate problem. We wish simply to review some of the methods that are being used or have been patented, and to point out generally accepted conclusions.

In general, no metal has appeared superior to the rest as to its ink attracting or ink-repellent properties. What general agreement there is centers about copper or its alloys as the ink-receptive metal; and about chromium or its alloys as the ink-repellent metal. However, any of the commonly used metals may be chemically treated to make it either ink-receptive or ink-repellent, at the choice of the experimenter.

Preference of the lithograph industry has been toward those methods requiring minimum change from present procedures, while giving the maximum benefits of polymetallic lithography.

There is little doubt that certain advantages are offered by plates which have an ink-receptive metal in the printing areas, and a different metal—with ink-repellent properties—in the non-printing areas. Some of the advantages claimed are:

1. Durability of surfaces, allowing longer runs.
2. Elimination or reduction of mechanical graining, giving greater fidelity of reproduction.
3. Cleaner results and tone uniformity throughout run.

4. No gumming up needed during short press stops.

5. Better ink receptivity.

6. Less water needed on plate during run.

7. Greater storage life.

Polymetallic plates also may offer a unique advantage not possible with conventional surface (albumin) or deep etch plates. Suppose that on a polymetallic plate the normal "ink-vs-water" separation between printing and non-printing areas is lost. If this happens, the image may be chemically treated to bring it back without destroying the non-image performance, and vice-versa.

Certain facts are true of all polymetallic plate processes. These should be considered separately to obtain a clear picture of the differences between the various processes:

A. No matter how many metals may be involved in the plate as a whole, no more than two actually come into play as far as the ink and water systems of the litho press are concerned. Any other metals serve only as a base for the two principal ones, or serve some intermediate function in the platemaking process.

B. A light-sensitive organic coating is used as the first medium by which the image and non-image areas are separated. In most cases, this photomechanical stencil or resist is removed after it has served its primary purpose. In other cases, the light-hardened coating is allowed to remain on the plate to serve as a secondary ink-receptive medium.

C. All of the light-sensitive coatings are "negative" in character—that

is, those areas "hardened" by exposure to light remain in place, and unexposed areas are removed during development. If the coating is exposed through a negative, a positive stencil or resist is formed; if the coating is exposed through a positive, a negative stencil or resist is formed. But in each case, the development removes unexposed areas.

D. Whether or not a grain is necessary or desirable is largely a matter of personal preference. This subject is controversial and we wish simply to point out that some polymetallic plates *do* have a grain. Generally the grain is much finer than on conventional lithographic plates.

E. In some processes, both principal metals exist one upon the other *before* application of the light-sensitive coating. The uppermost metal

PROCESSES USING POSITIVES					
TYPE PE				TYPE PD	
IPI TRIMETAL	COATES BROS.	ALLER	TIME-LIFE	HAUSLEITER	NAME OF PROCESS METALS INVOLVED
CHROMIUM / COPPER / ZINC	CHROMIUM / COPPER	COPPER / STAINLESS STEEL	CHROMIUM / COPPER	NICKEL / BRASS	
					BEFORE COATING
					COAT and EXPOSE Through a POSITIVE
					AFTER DEVELOPMENT
NONE	NONE		NONE		INTERMEDIATE STEP
					AFTER ETCHING or PLATING
					READY FOR PRESS
International Printing Ink Company 280 Fifth Avenue New York 1, New York	Coates Brothers Inks Easton Street Roseberry Avenue London, England	Frederick H. Levy Company 930 Washington Avenue Philadelphia, Pennsylvania	Printing Developments Inc. Springdale, Connecticut	Fritz Hermann Hausleiter Munich, Germany	FOR DETAILED INFORMATION WRITE TO:

may be either ink-receptive or ink-repellent. In either case, the uppermost metal is protected by the stencil or resist in one area while it is *etched away* in the other areas down to the second metal. Etching may be done by chemical or electrolytic means.

F. In other processes, *only one* of the two principal metals exists before application of the light-sensitive coating. Here also the metal may be either ink-receptive or ink-repellent. In this type, the stencil or resist serves to protect the lower metal in one area, while the second metal is deposited on the uncovered areas. The second metal may be deposited either by chemical or electrolytic means.

From these facts, the various efforts to devise polymetallic lithographic plates may be separated into two main classes: Those that use

POSITIVES and those that use NEGATIVES.

As a further subdivision the various platemaking processes may be separated into two more groups—those that require ETCHING and those that require DEPOSITING as described above.

Thus, by combination of classes:

- P (positive)
- N (negative)
- E (etched)
- D (deposited)

we may establish four basic types under which all such plates may be classified: PE, PD, NE and ND.

A "Polymetallic Roundup" is shown in the chart—a total of ten processes in brief for easy comparison. These are but a few samples in each category. This chart is not intended to imply a preference as to quality,

performance or durability of those shown—either compared with each other, or with the many other processes that are not shown. Some of these processes have been modified recently, but the chart contains only information that has been made public.

Only the main steps are shown in cross section for each process. Details have been eliminated to gain simplicity in an otherwise complicated comparison.

References:

J. S. A. Elton, *Patra Journal*, Nov '47.

J. S. Mertle, *National Lithographer*, a series—July '47—May '48.

Sidney Blau; *Nat'l Lithographer*, May '47.

Henry P. Korn; *Modern Lithography*, June '48.

Marvin C. Rogers; April '50 proceedings; Technical Assoc. of Litho Industry (TALI). *Modern Lithography*, June '50.

U. S. and Foreign Patent Literature.

★★

	PROCESSES USING				
	TYPE NE			NEGATIVES	
	ALKUPRINT	BOECKELMAN & ELLERS	ALLER	TIME LIFE	ELECTRON
NAME OF PROCESS	ALKUPRINT	BOECKELMAN & ELLERS	ALLER	TIME LIFE	ELECTRON
METALS INVOLVED	COPPER / ALUMINUM	COPPER / LEAD / IRON or COPPER	COPPER / STAINLESS STEEL	CHROMIUM / COPPER	ZINC or NICKEL / BRASS or STEEL
BEFORE COATING					
COAT and EXPOSE					
AFTER DEVELOPMENT					
INTERMEDIATE STEP	NONE	NONE	NONE	NONE	NONE
AFTER ETCHING or PLATING					
READY FOR PRESS					
FOR DETAILED INFORMATION WRITE TO:		Willelm A. Boeckelman Prins Hendriklaan 11 Bilthoven, Holland	Claes Berge Aller Copenhagen, Denmark	Printing Developments Inc. Springdale, Connecticut	Electron Lithoplate Corporation 99-103 South Avenue New York 13, New York

Getting Proper Lay on the Press

By Theodore Makarius

ON the offset press, the procedure of getting the lay or position in multi-color lithography can be time consuming unless a definite plan is followed. While getting position involves the shifting of guides and plates or, in some cases the changing of cylinder diameters, it is advantageous to make other adjustments at the same time.

After the first lay sheet has been printed, it is best to gum the plate, making sure the gum has been smoothed to avoid gum cracks, and make the necessary shifts in the plate or guides, whichever is required. Then examine the print to see if any part of the impression is weak and needs underlaying. If the blanket needs patching it should be done before printing the next lay sheet. The sheet should be scrutinized for even ink coverage. If the fountain keys need adjusting, it also should be done at this time. Before making any adjustments, however, the area on the printed sheet which needs the correction or adjustment should be compared to the same area on the plate. In this way you can make sure that it is inked properly and that the plate itself is not at fault.

After all adjustments have been made, the plate should be wetted up, the second lay sheet printed, and the plate gummed again. If this procedure is followed and the adjustments are made carefully, the third lay sheet should be a reasonably fair duplication of the proof or copy.

On single color jobs or on the first color of a multi-color job, it is necessary to run a number of sheets through the press at normal speed, possibly two

or three times, repeating the same image to check register.

If at this point, when printing succeeding colors on a multi-color job, the sheets do not register on the back or the sheets seem to have stretched between this color and the previous one, it is advisable to run 25 or more sheets consecutively and to examine the last few for register before making any changes in either lay or packing sheets. It will be found that very often it takes a number of impressions before the blanket prints the actual size of the image. This is especially true if the blanket was disturbed for patching, but generally after pressure is applied there is a difference in the length of the print on the first sheet printed and on several sheets following.

There is also a difference in the length of the print on the top sheets of a stack as compared to sheets farther down in the pile. This is largely due to the top sheets being exposed to air more than those farther down. Therefore, when a press is stopped for any length of time, exposing top sheets at a new level in the pile, this factor should be considered when trying to register the sheets on the back end.

Another point to be remembered when registering the entire sheet in the makeready is that each time the blanket is lifted for patching or packing it must be put back with the same tension and in the same position it was in before. If the blanket is loosened one notch on the blanket reel after the preceding color is printed, the image may print long. The reverse would be in effect if the blanket

were tightened a notch more than when printing the previous color. It is therefore best to mark the position of the blanket before lifting it. This can be done by marking the tooth of the ratchet on the blanket reel.

Patching The Blanket

When patching the blanket it is important that only the area that actually needs patching be underlaid and that only the necessary thickness patch be used.

The first step in this operation is to be sure that the weak area shows clearly on the blanket. If there is any doubt about this, it may be necessary to powder the blanket with either soapstone or sulfur powder and print an impression so that the weak portion will be clearly defined by the powder, which will remain on the blanket in that area.

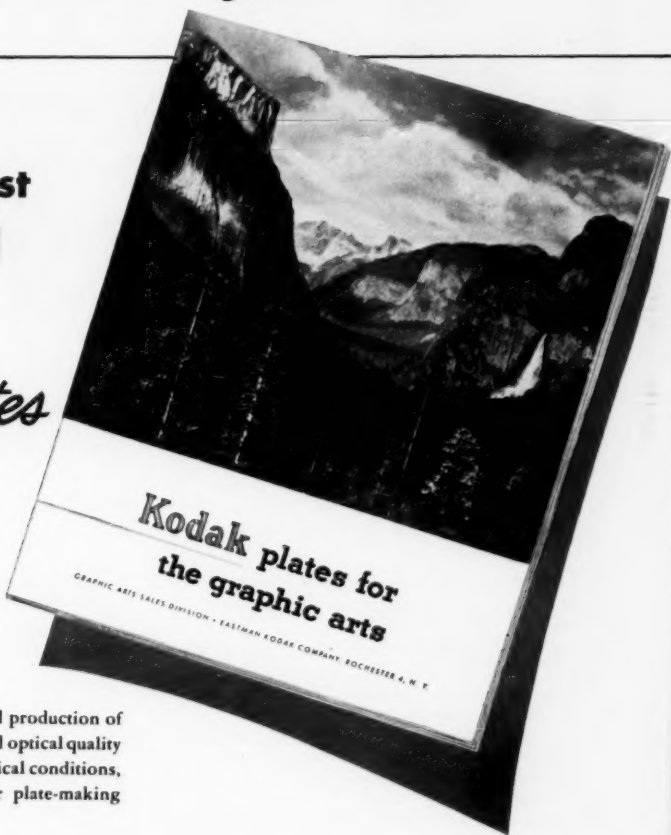
Next, mark the position of the blanket on the cylinder and lift the back end of the blanket to the affected area. Take a piece of tissue of the proper thickness and a little larger than the area to be patched, place it against the under side of the blanket in the proper position, overlapping the weak area on all sides. While holding the tissue with one hand, take a hard lead pencil, which has been sharpened to a good point, and mark the tissue, pressing hard enough to cut it and at the same time make a strong outline of the weak area so that it can be seen from the front side of the blanket. This method of cutting patches serves two purposes. First, it cuts the tissue the exact size needed while marking the canvas side of the blanket to designate the proper location of the



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required patch. Second, it feathers the edge of the patch so that it will not show up in a halftone even though it does not cover the entire halftone area.

FROM THE MAIL BAG

QUESTION: Have you been reading with considerable interest your articles in "Modern Lithography" and note that you will answer questions regarding press operation. On our press we have run into a few things that have me stopped. The fountain solution is made with distilled water and made to 3.8 pH.

First - There is too much ink working back on the oscillating damper roller.

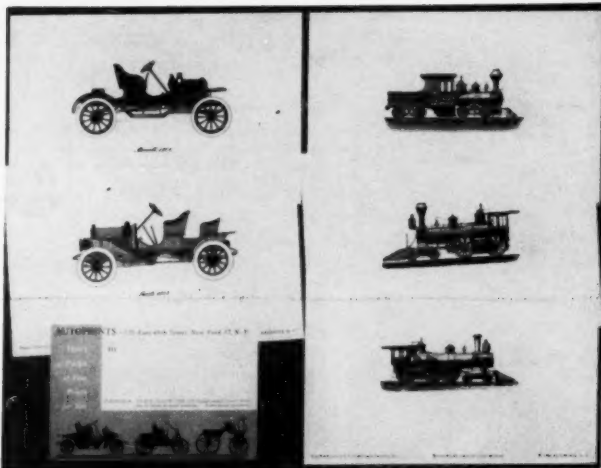
Second - When running a small sheet, a scum of ink appears on the blanket where paper does not touch blanket; this builds up as run progresses.

Third - At outside edge of blanket where edge of plate comes in contact with it, there is a heavy deposit of ink which starts as a thin line and then spreads toward center of blanket. This naturally carries back to impression roll.

ANSWER: #1 - There are two main reasons for ink collecting on the brass or oscillating dampener roller. First an excess of ink on the inking rollers, and second, if the dampeners are not set tight enough to the driving roller, which in this case is the brass roller. When dampeners are set too lightly to the driving force they are apt to squeeze the ink from the image and become dirty, or build a surplus on the brass roller.

2. This build-up of ink on the outer edge of the blanket usually is the result of too much water being used to dampen the plate. As the run progresses, the ink on the rollers becomes waterlogged and it builds up as a heavy glossy ink film on the blanket. The remedy would be better control of the supplies of ink and water.

#3 - While the cause is the same as in the previous paragraph, the usual procedure to prevent the ink from piling on the impression cylinder is to cut the packing sheets under the blanket to the size of the sheet to be printed. In this way the blanket will not collect ink from the plate but the excess water on the ends of



The two auto prints are hand-colored. The three locomotive reproductions, in old time line engraving and screen tint, are in full color. Lower left: A label designed for auto prints. Other labels have train designs.

Hobby Grows Into Business Through Offset Prints

A NEW York industrial designer and artist, through the use of offset lithography, has parlayed a sideline interest in antique automobiles and by-gone trains into a going business. Clarence P. Hornung reports that his venture into the marketing of collectors' prints of autos and locomotives about a year ago is mushrooming into a sizeable business competing in importance with his regular designing work for advertisers, graphic arts firms, and others.

The line of prints has grown to include both hand-colored work done on key black offset reproductions, and four-color offset reproductions. There are two series of 8 prints each of antique autos. Each print is $6\frac{1}{2} \times 8\frac{1}{2}$ ", and the set of eight sells for \$3.50. The same eight subjects in an 8×10 size, mounted on a mat are \$6.00.

A set of eight locomotive miniatures, $5\frac{1}{2} \times 8\frac{1}{2}$ in full color, sells for \$3.50. A deluxe set of four locomotive prints, 11×17 ", hand-

tinted, comes at \$5.00 for each print, or \$15.00 for the four. Silhouette-type drawings of the DeWitt Clinton and the John Bull trains, 7×15 ", sell for \$3.50 per pair, while in a 10×20 " size the price is \$5.00 per pair.

The line also has branched out to include sailing ship silhouettes, in the same general price range.

A deluxe, limited edition of automobile prints, large size, hand-colored, is offered in portfolio. Each set of 12 is signed by the artist and numbered, and sells for \$100.00.

The business, under the name of Autoprints, 220 East 46 Street, also has branched into the ceramic tile field, with several of the prints available on tile plaques. A silk scarf design, with antique auto decorations, also is being marketed.

Further use of offset lithography comes through the enterprise's special labels and other promotion material. Mr. Hornung likes the offset process

(Continued on Page 95)

the plate where the packing is cut out will have to be controlled with water stops on the dampening rollers.

otherwise, the water will collect on the back end of the plate and drip off onto the printed sheets.★★

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America's oldest and most famous papermaking families, you will find it more popular than ever.

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THROUGH THE GLASS

MANY will recall the effective campaigns during World War II to channel all waste paper, corrugated boxes, etc. into salvage in order to extend dwindling pulp supplies. The public relations committee of the Midwest Consumers of Waste Paper, St. Louis, asks that our industry view this task again in earnest. Keep all waste paper and paperboard moving to local scrap dealers, so that it will get back to the pulp and paper mills, they urge.

ml

J. Frank Grimes, head of Chicago Offset Printing Co., recently was elected a director of Rexall Drug, Inc. He is also president of the Independent Grocers Alliance of America.

ml

Charles J. Betzig, who retired 15 years ago from the old New York lithography firm of Sackett, Wilhelms and Betzig, was in the news in that city last month. Mr. Betzig, now an agile 90, has the distinction of being born on the spot now occupied by the world's largest department store, Macy's, at 34th St. and Broadway, New York. The store wasn't there, 80 years ago, and the Betzig family lived in a one story farm house on the site, with nothing round about but fields and shrubs. When Charles was 6, they moved uptown to the Bronx. Mr. Betzig is now a widower, his wife having died two years ago.

ml

Violet and Barney Halpern announced the arrival of a daughter Kalli, recently. He's with the Engineer Labs, Ft. Belvoir.

ml

Louis E. Manly, who came into the limelight last month as a medal winner in the LNA Awards Competition, has roots deep in the offset field, as well as an unusual record of athletic prowess. His father was a founder of the old Sam Crump Label Co., Montclair, N. J., in 1875, and later was with Forbes. Louis went into the business in 1904, and still operates in New York, his work being done by Salzer & Co.

In 1907 Louis came into prominence as a swimmer, and won the AAU championship swim from the Battery to Coney Island. He repeated the feat the following year, winning two championships in a row. He still enjoys swimming, he says, but not across New York harbor.

ml

There was both an election and an ejection at the March Young Lithographers meeting in New York. In the

midst of the annual business meeting at the Ad Club, a transient necktie salesman wandered into the room, and started showing his suitcase of ties and shoe laces to the men near the door. He kept moving up toward the head table, getting louder and louder in his sales talk. Charlie Roberts, presiding, finally asked him to leave, as he obviously was in the wrong place. The tie salesman replied, "Oh that's okay, your's not bothering me any."

Six foot, three inch Kurt Heinrich of National Process then confronted the itinerant supersalesman, and escorted him out the door. It later turned out to be all part of the evening's entertainment. The intruder was Peter Schueseler of National Process Co., an amateur magician, engaged to give an entertainment program following the business.

ml

Wm. O. Morgan, general manager of the Chicago Lithographic Institute, addressed the senior class of Morton Township High School, at Cicero, Ill., a Chicago suburb, March 20, the occasion being one of a series of programs at which leaders in different industries told of job opportunities in their fields. Prospects and requirements for employment in Chicago graphic arts plants of all types were outlined by Mr. Morgan.

ml

Paul C. Clovis, head of 20th Century Press, Chicago, and president of the Graphic Arts Association of Illinois, has been elected a trustee of Wesley Memorial Hospital, in that city.

ml

Von Hoffmann Press, St. Louis, recently completed another direct mail promotion campaign centered around its new two-color offset press. A deckle-edged card was sent first as a teaser, with the line "Why don't you come over and see me sometime?, signed Ima Honey." Another followed—"Why don't you make a bee line for our Honey?" The final piece was a letter following the same bee-line theme, and enclosing a key to the Von Hoffmann press room, where the "honey" is in operation turning out multi-color lithography.

ml

Edward N. Mayer, Jr., president of James Gray, Inc., New York offset and direct mail house, recently was elected president of the Colgate University Assn. in Metropolitan New York.

ml

The pretty girl calendar is losing in popularity to religious themes, and

non-violent western scenes as calendar subjects, according to a consumer survey reported last month by Gerlach-Barklow Co., Joliet, Ill., calendar publisher and lithographer. Irving L. Greene, sales manager, reports that the trend toward religious subjects is steadily growing, with more than 10 million such calendars currently in use. The small fry preoccupation with all things pertaining to cowboys is partly responsible for western scenes being in second place, although from the small fry we see in operation at close view, the non-violent qualification is slightly misplaced.

ml

Harry Porter is always what a newspaperman would classify as "good copy." And why shouldn't he be after 45 years selling litho presses? Yes, Harry was to celebrate his 45th anniversary with the Harris company on Friday, April 13th. It was on a Friday the 13th, too, 45 years ago that he joined the old Harris Automatic Press Company, he tells us. His starting salary was 50 dollars a month. Bill Gegenheimer was added to the Harris payroll shortly after,—at eighteen bucks a week. But a dollar was money in them days.

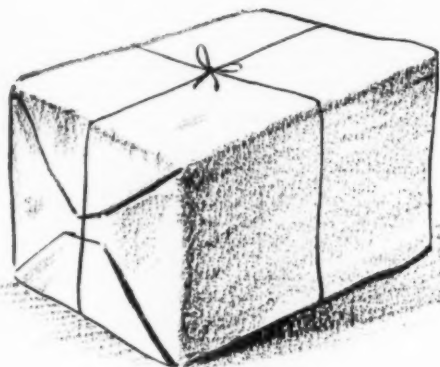
ml

Harry's newest role is that of amateur magician,—the better to astound his two grandsons, John and William Porter Woodbine, who live in Cleveland. Their mother, Mrs. Ruth Woodburn, is Harry's daughter. Grandpa Porter showed up at the Walter Soderstrom testimonial luncheon held in New York last month, complete with folding half uollars, balancing eggs, and Indian rope tricks. And just as an evidence that he is still thinking about Harris presses, and not solely about the grandchildren, he flashed an order for a press,—written out on a U. S. one-dollar note. A good salesman is never caught without an order blank!

ml

An ancient type specimen book, issued in 1893 by McKellar, Smith & Gordon Co., Philadelphia, reveals that in those days letterpress type was striving to imitate the fine hand-lettering available in lithography. Victor E. Friedman, head of Crafton Graphic Co., New York litho firm, sends us a reproduction of a page from the old type book. It samples Pen-craft No. 2, a script type which would be pleasing today. Copy says, "Typography vs. Lithography. Neatly printed circulars and diplomas, for progressive craftsmen." ★★

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METAL DECORATING

Cost Factors

in Metal Lithography

By William M. Leitner

Caspers Tin Plate Co., Chicago*

PART 4. Conclusion

IN establishing sales prices, we must determine the amount of profit that we want to earn. Let's say that we expect a normal net profit of 15% on sales. To the 15%, we must add our cost of shipping, selling and administrative which might be 20%. The reason that we must add our cost of shipping, selling and administrative to the profit expected is that these costs cannot be allocated to any one job or operation. We now have a markup of 35% in our example. Now we can establish sales prices as follows:

1. Coating Material Cost per base box divided by 65 x 100, equals the expected sales price.

2. Coating Labor Cost.

(a) Standard sized sheets and standard gauge with long runs:

1) Cost of preparation and washup. Machine hour cost multiplied by time required.

2) Cost of run. Machine hour cost multiplied by time required for specific quantities.

3) Divide total cost by quantity run (2).

4) Divide result by 65 and multiply by 100.

(b) Non-Standard Size Sheets. Compute as under "a" and subtract difference from "a". This amount is the sheet size differential to be added to "a" when pricing.

(c) Non-Standard Gauge. Compute as under "a" and subtract difference from "a". The resultant amount is the gauge differential and will be added to "a" when pricing.

(d) Special Coatings and Sheet Runs.

1) Cost of preparation and washup.

2) Divide total cost by quantity, i.e.: 1 package, 2 packages, etc.

3) Divide result by 65 and multiply by 100.

The resultant answer is the quantity extra per package chargeable for special coatings and short runs. This method recovers the cost of special preparations and wash-ups and spreads it over the quantity run:

For example—if the factory cost of a prep and wash is \$13.00, then the quantity extra per package is \$20.00 for 1 package. For

two packages, the quantity extra per package is \$10.00 etc.

(e) Spot and stripe rollers. In our consideration of costs, we haven't discussed the problem of spot and stripe rollers. We have found that whenever a job requires a spot or stripe applied with a coating roller that we incur costs of:

- 1) Cutting the roller
- 2) Removing the plain roller
- 3) Inserting the spot or stripe roller
- 4) Removing the spot or stripe roller
- 5) Recovering the spot or stripe roller.

The costs of performing the above are chargeable to a specific job, and the customer specifying this type of operation should pay for the costs incurred plus a markup.

We have computed the cost and charge to the customer an amount determined by dividing the total cost after mark-up by specific quantities, i.e.: 1 package, 2 packages, etc., and charging an amount per package processed. It would be unfair to include these costs in the general over-all

cost and make all our customers pay a portion thereof.

3. Printing

Direct costs of printing include the costs of ink, labor and manufacturing expenses. Normally, metal lithographers charge their customers one amount for printing which includes the three costs. The cost of ink used can be determined after an operation is completed but there is no known exact predetermined basis similar to the milligram weight basis for coating. However, the cost of ink can be determined by dividing the total cost of ink used during a period by the quantity of sheet operations produced. This cost is then added to the labor and manufacturing cost per package.

Again in analyzing printing labor standards we have found that the speed at which sheets can be printed depends on the size of the sheet and the gauge. Accordingly, prices can be established for printing, other than halftones, on the same basis as that used for coating labor. Sheet size extras and gauge extras are necessary so as not to penalize a customer who has a standard sheet size.

Our experience with halftone printing has indicated that the cost thereof is higher than regular printing. The work is more critical and requires more time to run. Therefore, a customer requesting halftone work should pay more.

4. Waxing

The sales prices for waxing also can be prepared from the labor and manufacturing cost per machine hour. Our time studies have indicated that the speed at which wax is applied varies with the gauge of the steel. Applying our mark-up formula to the cost per package will give us the sales price.

The amounts used in illustrating pricing were purely hypothetical. Each company's costs and problems vary; maybe your selling, shipping and administrative costs are less or more than the 20% used in the ex-

ample; or maybe your net profit goal is higher or lower than the 15% used in the example.

Regardless of the mark-up required, I believe that all of us should be more cost conscious in establishing selling prices, and should definitely, in changing times as we are

now in, make a study of our costs, not today, but the next day and the next day. And, we shouldn't consider just the cost of material and labor in our study—let's not forget the manufacturing expenses, the cost of shipping, the cost of selling and the cost of administration.★★

American Can Marks 50 Years with 71 Dinners

THE American Can Company celebrated its 50th anniversary on March 19 when its 34,000 employees sat down to 71 simultaneous birthday dinners in the United States, Canada, and Hawaii. The celebrations were linked by one of the most extensive telephone-loudspeaker hook-ups in industrial history. W. C. Stolk, executive vice president, said.

The plant and division office dinners were held in 59 cities and towns, he explained. Dinners in New York, Chicago, San Francisco, and Hamilton, Ontario, were hooked up by two-way telephone-loudspeaker circuits. One-way circuits carried the proceedings at the locations to the dinners in other cities and towns for the employees of the company's plants, machine shops, research laboratories, and other units.

The New York dinner, focal point of the anniversary ceremonies, was attended by about 1,400 New York executives and directors of the company, and employees of the general headquarters and Atlantic Division offices in that city, Mr. Stolk said. The dinner was held in the ballroom of the Waldorf-Astoria Hotel.

D. W. Figgis, chairman of the board, launched the company's new long-service emblem program. Presentation of a golden lapel insignia was made to the employee at each dinner who has been with the company the greatest number of years. Service emblems will be given at a later date to all employees who have been with the company five years or more.

The company reports that nearly half of all its employees have service records exceeding five years, while more than 16 percent have been with the company 20 or more years.

A highlight of the anniversary program was the presentation in New York of a citation by the National Cannery Association commending the company for its contributions to the canning industry during the past 50 years.

Messages of response were delivered over the telephone hook-up from Chicago by M. P. Cortilet, vice president in charge of the Central Division; from San Francisco by C. W. Roberts, vice president in charge of the Pacific division; and from Hamilton, Ontario, by Gordon Mann, general manager of the Canadian division.

L. W. Graaskamp, vice president in charge of sales, was chairman of the company's 50th anniversary committee.

Mr. Stolk who was master of ceremonies, said that the company's growth over the last half century is largely attributable to its extensive research and development activities. About 40 percent of its present volume, he said, comes from markets which before World War II were in early stages of development; notably, markets created by the fiber milk container and by the introduction of cans for beer, motor oil, vacuum-packed coffee, and other products.

American Can with general headquarters offices in New York, was organized a half century ago by bringing together many small individual firms to provide, for the first time, broad facilities and resources to meet the demands of the rapidly expanding canning and can manufacturing industries.

Among the innovations of the young company was establishment of the first chemical laboratory in the industry. Today, Canco's general lab-

oratories at Maywood, Ill., are said to be the largest devoted to the food and container industries. The firm's research department now employs 350 people, 265 of them at Maywood.

Early in its history, Canco embarked on a long-range program of machinery development, both for the manufacture and sealing of containers. This program has lifted the productivity of can making lines from 60 containers a minute at the time the company was formed to as many as 450 per minute today.

Other Canco research and marketing developments include fiber milk containers and cans for beer, vacuum-packed coffee and motor oil. It is estimated that markets for these products, together with a number of other containers, all of which were in early stages of development before World War II, accounted for approximately 40 percent of the company's 1950 volume of business.

Through two world wars the company served war needs. In addition to billions of containers to package food and many other items for the armed services during World War II alone, the company was the country's largest manufacturer of naval and aerial torpedoes, of which it made 15,000 during the war years. The company also manufactured other war products, including cartridge cases, shell containers and link belts for machine gun ammunition.

Canco's research and participation in World War II tin conservation efforts helped in saving more than 90,000 tons of the scarce metal between 1940 and 1947.

The company's tin conservation efforts are being continued through "Operation Survival," a current research project designed to develop cans free of tin and that can be made entirely of materials available in North America. (ML, March, 1951).

Since the start of the Korean war, Canco has manufactured millions of containers to carry food and other supplies to American fighting men.

The volume of Canco's sales has climbed from about \$25,000,000 in its first year of operation to more than \$500,000,000 in 1950.

Alcoa Plant Girds for War

Aluminum Seal Company, Inc., Richmond, Ind., is now actively seeking government contracts and subcontracts for defense, it announced in March. The company, a wholly-owned subsidiary of Aluminum Company of America, has recently established a defense production division capable of designing and producing mass quantities of metal ammunition components ranging from detonator cups and fuse assemblies to highspeed, fully automatic ordnance assembly machines.

Aluminum Seal Company has prepared an illustrated, 8-page brochure describing facilities and operations at the company's 255,000 square foot plant at Richmond, acquired in 1947 from the Defense Plant Corporation. Previously located at New Kensington, Pa., the Alcoa subsidiary produced hundreds of millions of detonator discs, relay cups, primer cups, metal ration containers, fuse assemblies, and similar parts during World War II.

Plan 25% Beer Can Cut

A 25 percent reduction in beer cans was to be ordered for the second quarter of 1951 by the National Production Authority, to conserve tin, according to Manly Fleischman, NPA administrator. He added that another 25 percent cut is contemplated for the third quarter and a further similar cut for the final quarter of the year, making a total cut of 75 percent. Food requirements, he said, will be met 100 percent. The statements were made in a hearing held by the House Ways and Means Committee on the effects on industry of such cutbacks.

Change U. S. Trade Fair Dates

Dates for the second United States International Trade Fair have been shifted from Sept. 1951, as originally announced, to March 22-April 6, 1952, at Navy Pier in Chicago. I. S. Anoff of the Chicago Association of Commerce and Industry, and president of the Fair organization, said that postponement was agreed on after conferring with government officials in order to gear the event to North American preparedness plans.

Data Show Weirton Plating

Weirton Steel Company's new electro-tinplating process which varies the amount of tin on either side of steel sheets (*Modern Lithography*, March, Pg. 49) is described in data sheets released by the company. The data show the amounts and combinations of tin plating available on sheets, and also the amount of plate area gained and the amount of tin saved. Sheets are marked to show which side has which coating.

The data are reprinted below.

.25# Basis One Side) In Lieu of .50#
.50# Basis Reverse) Basis Both Sides
Average Coating .375#
Metal Savings Per Base Box .125#
Metal Savings—Percent 25.0%
Increase in Area 33.3%

.25# Basis One Side) In Lieu of .75#
.75# Basis Reverse) Basis Both Sides
Average Coating .500#
Metal Savings Per Base Box .250#
Metal Savings—Percent 33.3%
Increase in Area 50.5%

.25# Basis One Side) In Lieu of 1.25#
1.00# Basis Reverse) Basis Both Sides
Average Coating .625#
Metal Savings Per Base Box .625#
Metal Savings—Percent 50.0%
Increase in Area 100.0%

.375# Basis One Side) In Lieu of 1.25#
1.00# Basis Reverse) Basis Both Sides
Average Coating .6875#
Metal Savings Per Base Box .5625#
Metal Savings—Percent 45.0%
Increase in Area 81.8%

.50# Basis One Side) In Lieu of 1.25#
1.00# Basis Reverse) Basis Both Sides
Average Coating .750#
Metal Savings Per Base Box .500#
Metal Savings—Percent 40.0%
Increase in Area 66.7%

.50# Basis One Side) In Lieu of .75#
.75# Basis Reverse) Basis Reverse
Sides
Average Coating .625#
Metal Savings Per Base Box .125#
Metal Savings—Percent 16.7%
Increase in Area 20.0%

Santa Clara Co. Expanding

Zahn Steel and Lithographing Co., currently is erecting a \$25,000 addition to its plant at 1055 Martin St., Santa Clara, Calif. This will more than double the present operation and number of employees.

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SUPERINTENDENT OF OFFSET,

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IN THE GRAPHIC FIELD IT'S ANSCO

Contact Angles and Radio-Phosphoric Acid in studies of litho plate desensitization

By Robert F. Reed

Research Consultant
Lithographic Technical Foundation, Inc., Chicago

THE lithographic process is based on preferential wettability. The image areas of the plate are made preferentially ink receptive, and the non-image areas preferentially water-receptive. Thus the serviceability of a plate on the press depends largely on the degree of differentiation and permanence of wetting preferences of the image and non-image areas.

Relatively little is known of the chemistry and physics of lithographic image formation and of desensitization of the non-image areas. It is known, however, that the clean metal surface accepts and strongly holds a greasy image or ink-receptive lacquer, and that water will not displace the grease or lacquer unless it contains an acid strong enough to react with the metal and undercut the image. In fact, the tendency usually is for the greasy ink to encroach on the water-wet non-image areas unless this tendency is counter-acted in printing by the use of a weakly acid dampening solution.

In the case of albumin plates where ink is held by the light-hardened colloid image, the situation is different. The colloid image can imbibe water and swell. If the swelling is too great, the colloid loses its ability

to hold ink, and the image is said to "walk off" or become blind. Even so, the ink tends to encroach on the non-image areas unless prevented by the use of an acid dampening solution.

The failure of plates in printing is due almost invariably to weakness or deterioration of the water wettability of the non-image areas. If the image sharpens or walks off, this is usually due to the use of too much acid in the dampening water in an attempt to prevent thickening or scumming. Therefore, any improvement in the quality and permanence of the water-preferring non-image areas will lead to the production of better plates.

By various methods it has been established that the water preference of the non-image areas is due to the presence of a water absorbent colloidal "desensitizing" layer. This layer is generally an insoluble residue of gum arabic or carboxymethylcellulose (CMC) produced by the etching and gumming operations. This layer is extremely thin, and its amount and permanence vary widely depending on the prior condition of the metal and the composition and method of application of the etch. While the amount of this desensitizing layer per unit

area can be measured, its ability to stand up in printing can be determined only by testing it under printing conditions.

Contact Angle Measurement

In studying the formation and properties of the desensitizing layer, it was thought that data on its water wettability obtained by contact angle measurement would be helpful. A device similar to the one described by C. G. Sumner* was therefore set up. (Figure 1) It consists of a vessel (K) set in a pan (L). Fresh water is continually but slowly added to the vessel K through the inlet tube (H). The water continually overflows into pan (L), maintaining a surface free from contamination. The plate to be tested is clamped to the projecting arm and lowered into the water by the screw (E). The knob (D) adjusts the angle the plate makes with the water surface. Light from the bulb (G) is reflected from mirror (F) across the surface of the water so the operator can see and adjust the plate to the correct angle. This angle is then read from the protractor (C). During the operation the plate

*C. G. Sumner, "An Apparatus for the Measurement of Contact Angles by the Plate Method", *Wetting and Detergency* (book), published by A. Harvey, London, 1957, page 41.

is gradually lowered into the water so that the angle measured is the "advancing angle".

When the specimen plate is immersed, the operator sees the air-water-metal junction as in Figure 2. The fact that the water surface curves up in this illustration indicates that the plate is well wet by water and the contact angle is less than 90° . If the water surface curved down, this would indicate poor wetting and a contact angle greater than 90° . The operator then revolves the plate until the water surface on one side is level, as shown in Figure 3. In this position the contact angle θ is read.

Contact angles on plates desensitized by various methods were measured. In every case, however, the angle was practically zero—so low, in fact, that accurate measurement was impossible and no information of value was obtained. It thus appeared that any film of gum arabic or CMC produces practically perfect wettability regardless of its desensitizing ability or permanency.

It was only when contact angles were measured on plates prior to desensitization that helpful information was obtained. Many such measurements have been made and a few examples will serve to illustrate their value. Incidentally, temperature, relative humidity and time of drying before making contact angle measurements all affect the results. Consistency is good in any series run at the same time under the same conditions. Considerable variation is found between different series run at different times and under different conditions.

The following comparison shows that the Cronak and Brunak* treatments increase the wettability, respectively, of counter-etched zinc and aluminum plates:

Plate	Contact Angle
Counter-etched zinc	40°
Cronaked zinc	28°
Counter-etched aluminum	30°
Brunaked aluminum	20°

Similar plates, when coated with bichromated albumin, dried, and the

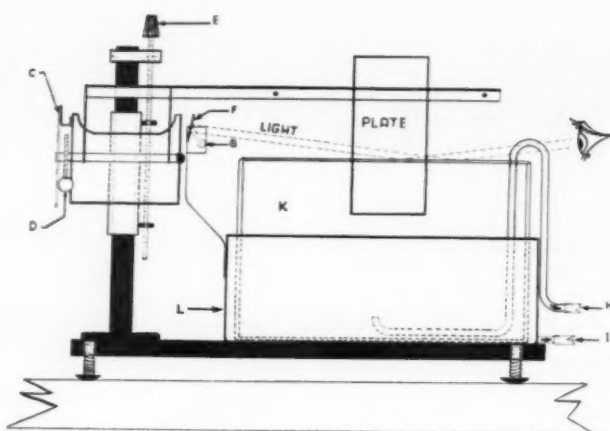


Figure 1

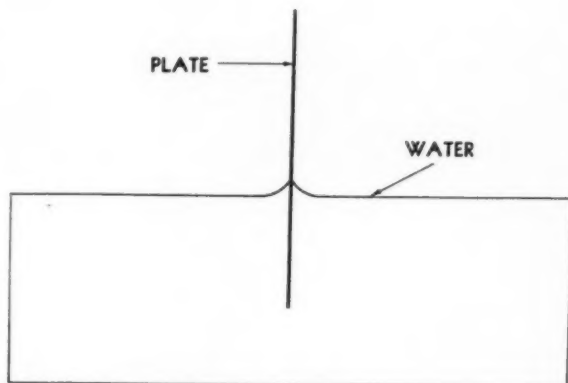


Figure 2

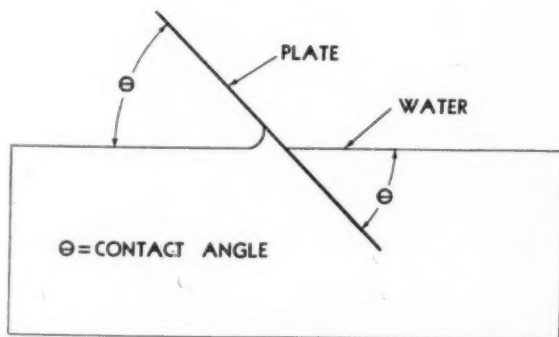


Figure 3

*The Cronak and Brunak treatments are described in Bulletin No. 802, Plate Surface Treatments, Lithographic Technical Foundation.

albumin coating washed off as in development, gave the following contact angles:

Plate	Contact Angle
Counter-etched zinc	150°
Cronaked zinc	146°
Counter-etched aluminum	131°
Brunaked aluminum	106°

This great decrease in wettability is obviously due to the residual film of albumin adsorbed or otherwise tightly held on the plate surface. Washing with weak ammonia improves the wettability, probably by removing some of the residual albumin. But the change is not very great. Pre-etching (etching before coating the plates with bichromated albumin) is more effective and lowers the contact angles about 50° on zinc plates and about 25° on aluminum plates.

Since the value of the Post-Cronak and Post-Brunak treatments in improving desensitization of albumin plates had already been established by practical trials, their effect on wettability before the plates were etched was studied. All plates were cut from the same sheet, counter-etched, and all were coated in the same way with bichromated albumin, dried, and washed with water as in development. The following results are typical:

Zinc Plates	
Treatment	Contact Angle
Counter-etch only	132°
Pre-etch only	98°
Pre-Cronak only	140°
Pre-Cronak and Pre-etch	103°
Post-Cronak only	48°
Pre-etch and Post-Cronak	28°
Pre-Cronak and Pre-etch and Post-Cronak	39°
Aluminum Plates	
Treatment	Contact Angle
Counter-etch only	112°
Pre-etch only	97°
Pre-Brunak only	117°
Pre-Brunak and Pre-etch	97°
Post-Brunak only	18°
Pre-etch and Post-Brunak	17°
Pre-Brunak and Pre-etch and Post-Brunak	52°

Note.—Pre-Cronak and Pre-Brunak refer to plates treated prior to being counter-etched and coated. Post-Cronak and Post-Brunak refer to plates treated after removal of the albumin by development.

When these plates finally were etched and gummed, and the gum washed off as when preparing plates to print, the contact angle in every case became practically zero. But when similar plates were subjected to practical or accelerated press tests, large differences became evident. Briefly, the permanence of the desensitization was found to be greater, the

lower the contact angle just prior to etching and gumming. Thus, while contact angles are of no help in measuring the ability of plates to become desensitized, contact angle measurements therefore will be a valuable aid in the development of still further improvements in lithographic plates.

The Tracer Technique

Radio isotopes offer still another method of studying reactions and conditions produced on lithographic plates. While exploration of this field has barely been started, some results of apparent importance have been obtained.

Phosphoric acid made from radioactive phosphorus (p^{32}), added to regular phosphoric acid in small amounts, provides a tracer element. When such a mixture is used in a plate surface treatment it becomes possible to measure with a Geiger counter the exact amount of adsorbed phosphate ion or phosphate remaining on the plate surface as a result of such treatment.

Attempts were made to use this tracer technique to measure the true or specific surface of grained zinc and aluminum plates. Unfortunately it was found impossible to obtain any correlation, or even to duplicate results on different areas of the same plate. This may have been due to the impossibility of obtaining grained plates absolutely free from contamination. In the course of this work, however, it was observed that, once adsorbed, phosphate ion or phosphate was extremely difficult to remove from the metal surfaces. The emission count remained relatively constant even after repeatedly boiling the sample plates in water.

After much experimentation the following technique was worked out for studying adsorbed films of gum arabic and cellulose gum on plate surfaces. A specimen plate is etched and gummed as in platemaking, and all soluble gum removed by washing with cold water. The plate is then immersed under constant conditions in alcohol containing radioactive phosphoric acid and an emission count taken. The emission count is again taken after boiling the plate in

water to remove the adsorbed gum film, and the ratio of the two counts noted.

By this method it was found that the same treatment on different plates gave a constant count ratio. Changing the treatment changed the count ratio. The results correlated well with press tests. A high ratio of initial count to final count after removal of the gum film indicated good desensitization, and a low ratio, poor desensitization.

The effects of different etches and gums were studied in this manner and interesting results obtained. Some of the tentative conclusions are as follows:

1. The amount of density of the adsorbed gum film on a metal surface depends on the pH value and composition of the etch.
2. The gum adsorption reaches a maximum at a definite pH value of the etch, that corresponds to the optimum found in press tests.
3. The optimum pH value of the etch is somewhat lower for Cronaked zinc plates than for regular counter-etched zinc plates.
4. The desensitizing film produced by cellulose gum varies with the concentration of this gum in the etch. A sharp transition is noted at about three percent concentration.
5. Evidence indicates that the development and etching of the image areas on deep etch plates does not remove all of the gum arabic film. This may account for occasional failure of lacquers to adhere to these areas, and the resultant loss of image during printing.

Studies are in progress on the effects of different counter-etches, and on the factors that determine the amount of residual stencil on the non-image areas of deep etch plates, but it is too early to draw any conclusions. Much work remains to be done before the value of the radioisotope technique is definitely established, but the prospects appear very promising.★★

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Photography, Color Correction

Tone Control In Photographic Development. John A. C. Yule. U. S. Patent 2,541,400, Official Gazette 643, No. 2, February 13, 1951, Page 531. The method of producing a photographic masking image in a silver halide emulsion layer, which comprises exposing said layer to an image, developing the regions of greatest exposure of said exposed layer in a developer having the composition:

	Grams
Hydroquinone	22.5
Sodium sulfite	30
Potassium metabisulfite	2.6
Boric Acid	7.5
Potassium bromide	1.6
Para-formaldehyde	7.5
Water to 1 liter	

to a contrast of the order of from 1 to 6, and immediately, without any fogging of the residual silver halide of said emulsion, further developing said emulsion in a mixture of 1 part of the following composition A with 4 parts of B and 5 parts of water:

A. p-Diethylaminianiline	
hydrochloride	g. 8.5
Sodium hexametaphosphate	g. 8.5
Sodium sulfite (desiccated)	g. 42.5
Potassium bromide	g. 3.0
Benzotriazole	g. 0.25
Water to make	liter, 1
B. Sodium metaborate	g. 120
Sodium hydroxide	18
1-p-nitrophenyl-3-methyl-5-pyrazolone	g. 36
Condensation product of formaldehyde and naphthalene sulfonic acid	g. 5
Water to make	liters, 4

to develop silver and dye images to an extent less than required for complete development, in the regions which received less exposure, and removing developed silver and residual silver halide from said emulsion.

***New Machine For Color Correction Announced.** National Lithographer 58, No. 1, January, 1951, Pages 34, 81-2 (3 pages). The Long Photo-Corrector can optically superimpose, in sequence, four

different images. When these four images are photographed upon a single plate, the result is a photographic "corrector". It is stated that this corrector can take the place of the original negative, can be in the form of a positive, or can be a mask for a separation negative.

***A Direct-Reading Equivalent Densitometer.** A. F. Thiel, Society of Motion Picture and Television Engineers, 56, No. 1, January, 1951, Pages 13-22 (10 pages). The definition of equivalent density of a primary color of a multilayer color film is given, and a direct-reading photo-electric equivalent densitometer is described. The method of operation of the instrument is explained and the basic features of the electronic circuit and the optical and mechanical layouts are given. The apparatus has made it possible to make direct measurements of the density of any one primary color of a color film without being affected by the presence, if any, of other primaries.

***Colorimetry.** D. B. Judd, U. S. Department of Commerce National Bureau of Standards Circular No. 478, U. S. Government Printing Office, 1950, 56 pages. The definition of color as a characteristic of light is given, and the basic principles of its measurement are outlined. Reduction of spectrophotometric data is outlined, and three methods are illustrated by examples. The various methods of direct colorimetry are treated briefly, and a more detailed treatment is given of visual and photoelectric methods of colorimetry by difference from a material color standard. The most useful collections of material color standards (Lovibond, Arny, Maerz and Paul, TCCA, Ostwald, Munsell,) are described, and the most widely used one-dimensional color scales (color temperature, Union, Saybolt) are explained. Five widely used specifications of color having general application are summarized. *Printing Abstracts* 5, No. 12, December, 1950, Page 557.

***Evaluation Of Dot Size In Halftone.** H. M. Cartwright. *Photo-Engravers*

Monthly 58, No. 685, January, 1951, Pages 14 & 16 (2 pages). A discussion of the evaluation of dot size and its relationship to reflection density.

Planographic Printing Processes

Planographic Printing Plate And Method Of Preparing The Same. Charles H. Van Dusen, Jr. U. S. Patent 2,542,754, Official Gazette 642, No. 3, February 20, 1951, Page 968. A planographic printing plate comprising a foundation, and a film on the surface of said foundation containing a carboxymethyl cellulose compound as the essential film-forming component thereof, said film being grease-and-water-receptive when dry and grease-repellent when wet, and an ink-receptive water-repellent image on the surface of said coating.

***Progress In Polymetallic Plates.** Herbert R. Leedy. *Harris Impressions* 10, No. 5, September-December, 1950, Pages 1-3 (3 pages). A non-partisan survey of polymetallic plates, including a discussion of the metals used and their combinations, the advantages and features of polymetallic plates, and a chart illustrating positive and negative processes. It is pointed out that it is not the metals themselves that possess lithographic properties, but the chemical treatments given their surfaces. Neither the processes nor the plates are evaluated. (This article is published in full, this issue, *Modern Lithography*.)

***Temperature And Plate Coatings.** Charles F. King. *Inland Printer* 126, No. 4, January, 1951, Pages 39-41 (3 pages). The author discusses a recent article in L.T.F.'s *Research Progress* on the influence of temperature on plate coatings. The author believes that due to the magnitude of the effect of temperature on coating sensitivity much of the earlier measurements of coating sensitivity, such as the LTF Nomograph, are doubtful as they did not take into account the effect of temperature. (Abstractors note: in LTF study the sensitivity measurements were made at a standard temperature of 78° ± 2°F). Suggested applications of the heat effect and the need for exposure charts which include both heat and humidity are also discussed.

***Why Clean Lithograph Plates In A Graining Machine?** Thomas C. Atwell and William C. Stone. *Share Your Knowledge Review* 32, No. 5, February, 1951, Pages 21-2 (2 pages). Considerable time is saved by chemically cleaning plates before regraining instead of doing the cleaning during the regraining process.

"White Rust" Formation On Zinc. P. T. Gilbert and S. E. Hadden. *Chemical Abstracts* 45, No. 2, January 25, 1951, Page 526. The conditions under which Zn corrodes in moist atm., with the formation of a voluminous white corrosion product known as "white rust" were investigated. In unpolluted air of 100% relative humidity Zn was only tarnished, but white rust was rapidly produced when specimens were wetted with dist. H₂O and kept in a humid atm. The corrosion product usually consisted of basic zinc carbonate, but this was sometimes mixed with ZnO, and in the absence of CO₂ ZnO only was detected. The rate of corrosion was not altered by removing CO₂ from the atm., and the primary reaction is the formation of ZnO. H₂O pptd. at the meeting plate of Zn ions and OH⁻ formed by

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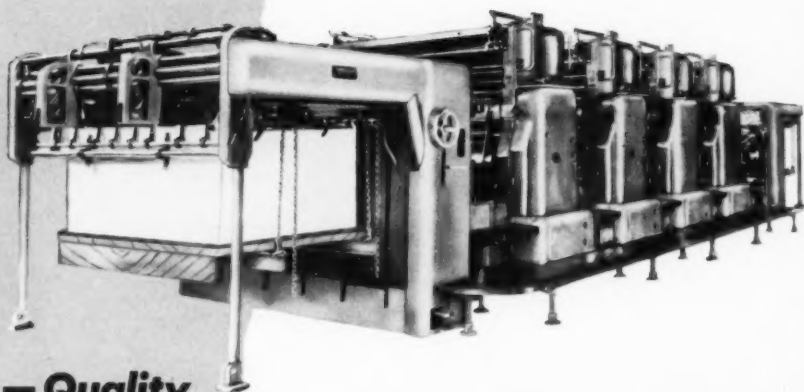
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electro-chem. action. The rate of corrosion increased considerably when polluting substances such as SO_2 , HCl , or org. acids were present in the atm., or when galvanizing-flux residue remained on the Zn surface. The rate of attack decreased in the presence of NH_3 or high concns. of CO_2 . Simple immersion treatments in dil. chromate solns. give considerable protection from white rusting in storage or transit as did quenching in similar solns. after galvanizing.

Paper And Ink

Improving the Quality of Paper for Offset Printing. E. M. Beckman. An outline is given of the basic operating conditions for the successful manufacture of offset paper. *Printing Abstracts* 5, No. 12, December, 1950, Pages 539-40.

Preliminary Study Of The Behavior Of Ink On A Printing Machine Using The 'Inkometer' Principle. C. C. Mill, E. R. Gates and L. E. Lawson. *Patra Interim Rep.* No. 59, 1950, 11 pages, 6 figures. The torque operating on rollers rotating in contact with a film of ink has been measured. The torque is shown to be dependent on the speed of rotation, the pressure between the rollers, the quantity of ink and the nature of the ink. Only in the case of the speed of rotation is there a simple relationship with the torque. In experiments carried out over a long period, the torque-time relation for inks was found to be different from that for oils, although the temperature rise was substantially the same in all cases. Measurement of ink film thickness by means of a weighed roller placed in contact with a roller in the system indicated the possibility that the composition (ideal) rollers carried more ink than the metal ones. The suitability of the Inkometer principle as a works control technique requires extensive records on a day-to-day basis to assess the importance of some of the smaller torque variations in practice. *Printing Abstracts* 5, No. 12, December, 1950, Page 537.

Process Of Drying Printing Inks. Clarke E. Thorp and Layton C. Kinney. U. S. Patent 2,528,850. The process of printing, which comprises depositing on sheet material an ink composition containing a fatty oil, and subjecting said freshly deposited composition to the action of sulphur dichloride vapors to harden said composition. *American Ink Maker* 29, No. 2, February, 1951, Page 59.

***Progress Report On Fluorescent Lithography.** Dan J. Terra. *Modern Lithography* 19, No. 2, February, 1951, Pages 32-4 (3 pages). The three types of luminescent materials are described. Radioactive compounds are of no importance in lithography. Phosphorescent compounds, which exhibit afterglow, are gaining in importance. They lose intensity upon being ground into inks; so must be dusted on. Fluorescent chemicals which glow only under black (near ultra-violet) light can be ground into inks. This medium is used for instrument dashboard lighting, outdoor posters, window display advertising, military maps and charts. Daylight fluorescent pigments besides having reflective color, transform the ultraviolet portion of daylight into visible color. They require a heavy film deposit; so they are applied either by silk screen process or by dusting.

***Applying Fluorescent Colors By Dusting.** *Modern Lithography* 19, No. 2, February, 1951, Pages 39-41 and 101 (4 pages). Information about the technique

of dusting daylight fluorescent colors in connection with lithographed material is given. Paper must have a hard, smooth, non-absorbent surface. Changes in press and bronzer equipment are recommended to handle fluorescent size and powder. Printed size film thickness should be 0.0002", and dusted film thickness 0.002". Copy designed for maximum effectiveness and light stability is described.

Lithographic Drying Oil Based On Polydienes. A. I. Yurshenko, N. I. Marchenko and O. L. Glushkina. The use of synthetic substitute for linseed oil is described. The substance is polydiene, a low-mol. diene polymer from the by-products of synthetic rubber production. It forms film spontaneously at room temp. in 6-8 days, while addn. of 1.5-3.0% Mn-comp. drier reduces the time to 10-13 hrs. Ca and Co resins are also effective. The crude product, as obtained from the plant, is polymerized somewhat further to secure more body for lithographic use; this is accomplished by heating at 150° with the above driers until desired viscosity is reached; if low color is desired the drier should not be added until after the thermal polymerization. Tests with offset process rubber sheets showed that very little swelling of the latter occurs on immersion into the synthetic "oil". Color printing run on plant scale with the polydiene of 100 sec. viscosity as the pigment carrier (or binder) was highly satisfactory. *Chemical Abstracts* 45, No. 1, January 10, 1951, Page 365.

Lithography—General

***Research On The Over-Heating Of Zinc Plates.** A. G. Arend. *Photo-Engraving Monthly* 57, No. 682, October, 1950, Pages 301-2 (2 pages). Temperatures not higher than about 250° F. are required for the burning-in of dragon's blood or etching powder, and large grains will not be produced although there are normal variations in the duration of heating at this temperature. However, should the temperature reach 350° F., if only for a brief period, it suffices to enlarge the grain several times. The effect of over-heating on the etching process and methods of ensuring uniform heating are briefly discussed. *Printing Abstracts* 5, No. 12, December, 1950, Page 553.

***Lithographic Technology Moves Ahead, Part I.** Frank A. Myers. *National Lithographer* 58, No. 1, January 1951, Pages 26-7 and 82-3 (4 pages). The advances in the technology of lithography in the last 15 years are described. They include improvements in color transparency processes, cameras, lamps (colored fluorescent and arc), exposure timers, densitometers, lens stops, masking, color separations, paper and plastic plates, bimetallic plates, etching, sensitivity guide, whirler motor timers, air conditioning, plate coats, gum, and the use of Cronak and Brunak treatments.

***Lithographic Technology Moves Ahead, Part II.** Frank A. Myers. *National Lithographer* 58, No. 2, February, 1951, Pages 32-3 and 90 (3 pages). Recent improvements in lithographic technology are mentioned. Research work now being done is also discussed. It includes ink fountain key dials, plate packing height, blanket thickness measurement, standardization of varnish consistencies, paper problems, ink-ometer improvement, color matching and a proofing roller. Work simplification and process integration are mentioned.

***Grain Wear.** E. Tongue. *Modern Lithographer and Offset Printer* 47, No. 1, January, 1951, Pages 13-14 (2 pages). Grain wear is discussed in the light of press conditions. The effect of incorrect settings of water and ink rollers, and the packing of plate and blanket cylinders on grain wear is presented and investigated.

Spray Dampener For Lithographic Offset Processes. Horace Edwin Mardson. U. S. Patent 2,533,863. *Official Gazette* 643, No. 4, February 27, 1951, Page 1310. In a lithographic offset printing press having a printing cylinder and a printing plate carried thereby, a dampening device for spraying atomized water directly onto the printing plate carried by the printing cylinder, comprising in combination a block shaped member extending across the entire width of said printing plate, a first manifold embodied, lengthwise within said block shaped member for supplying air under pressure, a second manifold embodied lengthwise in this said block shaped member parallel with said first parallel with said first manifold for the supply of water under pressure, a series of compound air and water spray jets fed from said manifolds for spraying atomized water onto said printing plate, a series of adapters for securing said compound spray jets integrally to said block shaped member, valves operating within said block shaped member regulating the supply of air and water from such manifolds to said spray jets and cam actuated means carried by said block shaped member for mechanically controlling said valves for regulating the supply of air and water under pressure to said spray jets substantially as set forth.

***Makeready On The Offset Press.** Theodore Makariou. *Modern Lithography* 19, No. 2, February, 1951, Pages 45 & 47 (2 pages). Makeready procedure is explained. Stops and guides are adjusted to compensate for paper being out of square or having bowed edges. Paper edges are smoothed if necessary. Blank sheets are run to check feeder. The plate is mounted precisely by aligning register marks with previously located marks on the plate cylinder bearer.

Graphic Arts—General

Glass Fibre Laminates In Cartography. E. W. Jackson. The results are given of investigations of various materials, such as cellulose acetate film, polystyrene film, Vinylite film, wet-strength paper, and paper made with glass fibres, for their possible use in making maps and charts. None of these was found to be satisfactory, but it was demonstrated that a dimensionally reliable white sheet, suitable for cartographic purposes, can be produced on a laboratory scale by bonding together several layers of fine-mesh woven glass fabric with a suitable cross-linking transparent resin. When polystyrene is used for this purpose, the resulting laminate has excellent properties, except for an inherent greasiness; this difficulty may be eliminated by rubbing the surface with cotton wool moistened with a dilute solution of gelatine and Teepol. The tendency of the material to be distorted by mild heating can be overcome only by modifying the photographic process to eliminate heating. Diallyl phthalate laminates were found to be very satisfactory with regard to dimensional stability, absorption of ink

(Continued on Page 107)

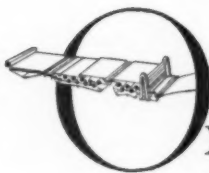
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Priority Ratings Clarified

Regulation 4 and DO-97 ratings, covering maintenance, operating and repair supplies, are applicable to all lithographing plants regardless of whether they are handling GPO or mobilization contract work, according to interpretations obtained from the National Production Authority recently. The purpose of Regulation 4 is to help businesses obtain needed supplies, including plates, rollers, and the like.

To apply the rating, purchase orders must be marked DO-97 Certified Under NPA Regulation No. 4," and signed by an authorized person.

Once a company starts to use the rating, all following purchases of the same type of supplies, whether marked DO-97 or not, are subject to certain regulations. Exact records must be kept of all purchases of such operating or maintenance supplies in the calendar or fiscal quarter. Such purchases in the quarter, whether rated or not, must not exceed the dollar value of similar purchases in the corresponding 1950 quarter. Total 1950 purchases, divided by four, also may be used instead of the quarterly figure. If purchases are less than \$1000 in a quarter there is no limitation, although records must be kept.

NPA has stressed that the keeping of these records is important if the DO-97 rating is used. Further information is available from trade associations, and copies of the regulations are available from most field offices of the U. S. Department of Commerce.

Stecher-Traung Net Rises

Stecher-Traung Lithograph Corporation, Rochester, N. Y., reported 1950 earnings amounted to \$609,646, equal to \$3.07 a share on the common stock. This compared with \$418,854, equal to \$2 a share in 1949.

Sales totaled \$9,250,000 in 1950 as compared with \$7,850,000 the previous year. The company paid \$1.75 a share dividend last year and \$1.25 in 1949.

Perrin Returns to U. S. P. & L.

The appointment of John F. Perrin (right) as manager of eastern manufacturing for the United States Printing & Lithograph Co. has been announced by W. H. Walters, president of the company. The appointment was effective March 5.



Mr. Perrin, who has spent his entire business career in the graphic arts industry, was formerly associated with U.S.P. & L. for 18 years in various production capacities, including superintendent of the Eastern Division plant formerly located in Brooklyn, N. Y.

In 1946, he resigned to become a partner in the Brady Palmer Printing Co. in Brooklyn, where he was in charge of manufacturing. Last December, Mr. Perrin disposed of his interests in the latter company and, after a two months vacation, returned to U.S.P. & L.

In his new capacity, he will be in charge of all manufacturing in the company's eastern plants. He will maintain his headquarters in Mineola, L. I., N. Y.

Name Fichtner Muirson VP

George E. Fichtner has been named a vice-president of the Muirson Label Co. which operates plants in Meriden, Conn., Peoria, Ill. and San Jose, Calif. According to an announcement by R. I. Bentley, Jr., president of the company, Mr. Fichtner will be in charge of the company's eastern operations, with headquarters at Meriden, where a new lithographic plant employing some 75,000 square feet of floor space, recently was opened.

Mr. Fichtner long has been associated with the Muirson Company, having served as eastern division manager prior to his current appointment.

Firms May Use GPO Reserves

Private printing firms operating under contract with the U. S. Government Printing Office will, in certain cases, be permitted to order paper stock from special reserves established by its paper order, the National Production Authority, U. S. Department of Commerce, announced March 21.

NPA has amended Order M-36 to permit private contractors to order paper from the special reserves when: (1) they are operating under contract with GPO, (2) they normally obtain paper and printed matter from GPO, and (3) they are granted a waiver from GPO. All such waivers must be made a part of each specific GPO contract or purchase order concerned.

Govt. Taking More Paper

The amount of fine paper and book paper which paper mills are required to set aside for government use was increased 50 percent last month by the National Production Authority. (Order M-36, amended Mar. 21) The amount set aside under a February order was 10 percent of these grades, and the new order calls for 15 percent of the total manufactured. A reduction from 10 percent to 5 percent for government use was made in machine coated paper, printing and converting papers. NPA said that the Government Printing Office will be making use more and more of commercial printing facilities to meet increasing demands for government printing.

Packaging Show Apr. 17-20

The annual packaging conference and exhibition, sponsored by the American Management Assn. is to be held April 17-20 at the Atlantic City Auditorium. The program emphasized military and mobilization requirements in packaging.



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Details Announced of TALI Columbus Meeting

DETAILS of the program of the annual meeting of TALI (Technical Association of the Lithographic Industry) to be held in Columbus, Ohio, May 7-9, were announced Apr. 2. Headquarters will be the Deshler-Wallick Hotel. Meetings will be divided into four technical sessions and an inspection trip to the Battelle Memorial Institute. General arrangements chairman is J. Homer Winkler, of the institute.

The highlight event of the meeting will be the annual dinner at which Louis Bromfield, writer and lecturer, will be the principal speaker. The dinner meeting also will feature the formal change in name of TALI to TAGA, Technical Association for the Graphic Arts. This change, realizing a goal set by the founders of TALI, will accomplish the consolidation of all technically trained workers in the graphic arts into a single group.

Robert F. Reed, program chairman has arranged the following program:

Monday, May 7
 8:30-10:00 A.M.—Registration.
 10:00-12:00 Noon—Technical Session.
 "A Simplified Approach to Gum Coating Stencils", F. L. Cox, Time, Inc.
 "Two Rapid Methods for the Analysis of Metallic Ions in Gum Arabic", W. H. Martin, Harris-Seybold Co.
 "Corrosion Considerations", M. G. Fontana, Ohio State University.
 12:00-2:00 P.M.—Luncheon.
 2:00-5:00 P.M.—Technical Session.
 "Electrolytic Etching of Copper Photoengravings", L. B. Vaaler, Battelle Memorial Institute.
 "The Use of Radioisotopes in Lithographic Research", G. C. Bueter, Lithographic Technical Foundation, Inc.
 "Aspects of Vision as it Relates to Art Copy", H. L. Sherman, Ohio State University.
 "The Penetration of Light Into Paper and Its Effect on Halftone Reproduction", J. A. C. Yule and W. N. Nielsen, Eastman Kodak Co.
 6:30-9:30 P.M.—Dinner
 Louis Bromfield, Speaker
Tuesday, May 8
 9:00-12:00 Noon—Technical Session.
 "Illumination Problems", P. E. Tobias, Edward Stern & Co.
 "Recent Development in Xerography", P. G. Andrus, O. A. Ullrich, and L. E. Walkup, Battelle Memorial Inst.
 "Colorimetric Investigations in Multi-color Printing", J. A. C. Yule and R. S. Colt, Eastman Kodak Co.
 12:00-2:00 P.M.—Luncheon.
 2:00-4:30 P.M.—Technical Session.

"Printing Ink Viscoelasticity", H. Hull, R. R. Donnelley & Sons Co.
 "Static Electricity in Printing", L. E. Walkup, Battelle Memorial Institute.
 "A Curriculum for the Photomechanical Engineer", J. McMaster, Eastman Kodak Co.
 4:00-5:00 P.M.—Business Meeting
 7:30-10:00 P.M.—Informal Get-Together.
Wednesday, May 9
 9:00-12:00 Noon—Trip to Battelle Memorial Institute.
 12:00-2:00 P.M.—Luncheon at Presutti's Villa.

TALI officers for 1950-'51 are: Marvin C. Rogers, R. R. Donnelley & Sons Co., Chicago, president; Paul W. Dorst, consultant, Cincinnati, vice president; and George Wilhelm, Rand-McNally Co., Chicago, secretary-treasurer; and Michael Bruno, Lithographic Technical Foundation, Chicago; Frank Preucil, Chicago Rotoprint Co., Chicago; and Richard M. Schaffert, Battelle Memorial Institute, Columbus, directors.

Membership in the organization is open to all technically trained or other technical workers in all fields of graphic arts activity. Information on membership may be obtained from George Wilhelm, 814 North East Avenue, Oak Park, Ill.

Heads Sales for Stanley

John A. Hamill has been named vice president in charge of sales for Stanley Greetings, Inc., Dayton, Ohio, greeting card manufacturers, according to an announcement by Donald F. DeVoe, president and general manager of Eversharp, Inc.

He will make his headquarters in Chicago, where the general sales office was established recently.

Plans Cincinnati Air Conditioning

Karl Davis Robinson, author of Lithographic Technical Foundation's recent book, "Air Conditioning," has been engaged as consultant on the air conditioning requirements in the new \$2 million plant now under construction by the Progress Lithographing Co. in Amberley Village, a Cincinnati suburb, it was announced by president Charles H. Klein. The new structure will be completely air condi-

tioned, with a Kathabar System in the plate department, and humidity control throughout the building, except in the offices.

Chicago Firm Adds Offset Dept.

Hillison & Etten Co., Chicago printing firm at 638 S. Federal St., observed its golden anniversary this year by adding offset facilities to the letterpress equipment operated since its establishment in 1901.

Two single color Harris 41 x 54" presses and two single color 22½ x 29 Webendorfers were installed for a starter, Edward Stern, production manager, said. For the present, camera work and platemaking are being done in a trade shop. Phil Werling is foreman of the new department under Charles Jedd, plant superintendent. A general line of quality commercial offset work will be handled, Mr. Stern said.

Asked why Hillison & Etten decided to get into offset, Mr. Stern said it is his firm conviction that every printer will have to provide offset service if he hopes to survive. By that, he said, he does not mean to imply that offset will push letterpress off the field, because offset just does not fit in everywhere. But you've got to have offset, he declared, to get production and keep the plant going.

The company's announcement "We're Now In Offset," produced on one of the new presses, was selected by judges of the Society of Typographic Arts' "Design in Chicago Printing Contest" for inclusion among the 132 printed pieces hung during the current show at the Chicago Art Institute. The company also won a grand award for one of its letterpress jobs, "Types Alive."

Palm Bros. Officer Dies

Orlin W. Rossener, vice president and sales manager of Palm Brothers Decalcomania Co., Cincinnati, died of a cerebral hemorrhage on Feb. 23 in a hospital in that city. Mr. Rossener started with the firm 25 years ago as a salesman, and became vice president 10 years ago.

YLA Hears Mattson

George Mattson, Lithographers National Assn., was scheduled to address the April 11 meeting of the Young Lithographers Assn. of New York, on government regulations as they relate to the lithographing industry. Mr. Mattson has spent a great deal of time in Washington during recent months with the purpose of keeping in touch with developments in the capital. The meeting was to be at the New York Advertising Club.

The final YLA meeting before the summer break is to be in May, and the program is to be announced later.

William H. Glover, Jr., Sweeney Litho Co., is president of the YLA.

Members elected to the board of governors recently are: Gerald L. Urban, Brett Litho Co.; Arthur Sharples, Terminal Lithographing Co.; H. Monroe Selling, Lutz & Sheinkman; Henry T. Birgel, Henry F. Birgel & Sons; Fred W. Hashagen, National Process Co.; and Fred T. Marston, Kaumagraph Co.

Plan Craftsmen Convention

Plans for the 1951 convention of the International Assn. of Printing House Craftsmen, to be held in Boston, Aug. 19-22, are being advanced by Boston committeemen. Five New England Craftsmen Clubs are aiming at 100 percent attendance of their membership at the convention.

A Gordon Ruiter, Forbes Lithograph Mfg. Co., a past president of IAPHC, is general convention chairman. He has announced that several clinics will be part of the program again this year. Outside activities will include a deep sea fishing trip, and a weekend trip, limited to 100 persons, to tour the Cumberland, Maine, timber lands and mills of the S. D. Warren Co.

Conference Emphasizes Offset

Offset lithography and what it offers the graphic arts in the critical days of a growing war economy, will be emphasized at the 1951 New England Conference for the Graphic Arts, it was announced by program chairman Arthur T. Howard of the A. T.

Howard Company. The conference is being held April 16 and 17, in the Hotel Statler Boston. The general conference theme is productivity.

Luncheon Honors Soderstrom



A testimonial luncheon, honoring Walter E. Soderstrom, was held on March 28 at Cavanagh's restaurant in New York, under the sponsorship of the Metropolitan Lithographers Assn. Mr. Soderstrom, who is executive vice president of the National Assn. of Photo-Lithographers, resigned recently as executive director of the Metropolitan Assn. in order to devote full time to the national group.

Members of the Metropolitan group, which comprises employing lithographers in the New York area, honored Mr. Soderstrom for his ten years of service with the association.

Nearly 100 executives of both large and small firms attended.

William M. Winship, Brett Lithographing Co., MLA president, presided, and James L. Murphy, Consolidated Lithographing Corp., MLA past president, praised Mr. Soderstrom's record with the association. The organization had 13 member companies at the time the retiring director took over, and at present there are 79 members, comprising nearly every large firm in the New York metropolitan area, Mr. Murphy said.

J. B. Smith, Photo Reproduction Corp., presented the guest of honor with a chest of sterling silver service on behalf of the MLA members. Mr. Soderstrom responded, paying tribute

to the work of the various officers, past and present, of the association. He expressed confidence in the future of the association under the leadership of the new executive director, E. Ames Hilpert. Mr. Hilpert was Mr. Soderstrom's assistant in the National Assn. of Photo-Lithographers.

The committee in charge of the affair included George Schlegel, III, Victor E. Friedman, Herbert S. Hirsch, J. B. Smith Jr., and W. Harvey Glover. E. Ames Hilpert succeeded Mr. Soderstrom as executive director of the MLA.

Todd Co. Sales, Net Rise

Todd Company, Rochester, N. Y., reported earnings for 1950 of \$502,140, or \$1.43 a share on the combined Class A and B stocks, as compared with \$317,855, or 91 cents a share during the previous year.

Sales amounted to \$13,727,907, a gain of 14.9 per cent over 1949. Company officials predicted no appreciable reduction in sales of the firm's principal products in the current defense economy.

Directors of the Todd Company, Rochester, N. Y., have established an advisory board of former directors who have wholly or partly retired. Members of this board will attend all meetings of the company's board.

Merton Griswold Dies

Merton Griswold, 79, retired president of Rogers-Kellogg-Stillson, New York, died March 27 in Elmira, N. Y. Retiring in 1948, he had been treasurer of the Printers League Section of the New York Employing Printers Association, and served as director for nine years. He also had been president of the New York Printers Board of Trade.

Born in Canton, Pa., Mr. Griswold joined the Hi Henry Minstrels and toured with the company. As a youth, he worked as a typesetter, on an Elmira newspaper. Around 1890, he established the Rogers Company, a printing concern in Chicago, and in 1895 he added a New York branch. In 1929, the company merged with the Robert L. Stillson Company and the Andrew H. Kellogg Company to form the present firm.

Talks On Simplification

F. J. Bruno, printing plant superintendent for Simplicity Pattern Co., Niles, Mich., was the speaker at the March 20 meeting of the Chicago Club of Printing House Craftsmen. Simplicity manufactures 95,000,000 patterns a year, the Club was told. Tissue paper, made in the firm's own mill, at Niles, is used for the patterns which are printed from a roll by offset at a rate of 450 feet per minute. Color instruction sheets and envelopes for each pattern also are produced, and the year's output of printed matter includes 400,000 counter books of approximately 400 pages, printed by all processes; 2,500,000 magazines; 90 million eight and 12 page flyers in color, plus 250,000 posters and other printed pieces used in the business.

Title of Mr. Bruno's talk was "Job Simplification at Simplicity," in which he outlined how employee training has created short cuts to greater efficiency with job understanding for better employee relations. In an era of rising costs, he said, mass production of a fixed price article has been made possible through co-ordination of the entire operation and the company has been able to hold the price line because of the higher efficiency due to the job simplification plan.

At the Chicago Club's April meeting, it was announced, another of the annual "Offset Night" programs was to be presented. Norman Mack of Roberts & Porter, was to be master of ceremonies, assisted by several speakers on various aspects of offset printing.

Chicagoan Indicted

James J. Adduci, member of the Illinois state legislature, has been indicted by a Sangamon county grand jury, at Springfield, Ill., on an allegation that he had received commissions on a state purchase of stationery from Central Envelope & Lithographing Co., Chicago, in violation of the Illinois constitution, which forbids a legislator from profiting from a state contract. The transaction was brought to light when Adduci's income was being examined by the Ke-

tauer Senate crime committee last fall. Adduci admitted there that he received "several thousand dollars" in commissions for arranging the stationery sales.

Joins Robertson Co.

Don Grant, formerly with Harris-Seybold Co., has joined R. R. Robertson Co., Chicago, manufacturers of photomechanical equipment, as sales representative. With a background of 18 years in offset lithography as cameraman, platemaker, and plant superintendent, Mr. Grant in the past six years has served in chemical sales, research, and as technical advisor in promotional advertising.

He has taught photographic and lithography courses at New York Trade School and the Rochester Institute of Technology. Mr. Grant has been guest speaker on many graphic arts panels and has written several technical articles for the trade magazines.



Rudolph Mathesius Passes

Rudolph Mathesius, co-founder of Newman-Rudolph Lithographing Co., Chicago, died March 12, in his Oak Park, Ill. home. Mr. Rudolph, who was 63 years old, had been active as a lithographer for 30 years. At the time of his retirement in 1948, he was vice president and treasurer of the company which he and his partner, Mr. Newman, had organized and developed into one of Chicago's largest and most modern lithographing plants.

Donnelley Vice President Dies

George Boller, 49 years old, a vice president of R. R. Donnelley & Sons Co., Chicago, died Feb. 27 in St. Bernard's Hospital, following a brief illness. He had been with Donnelley's since 1923 and was made a vice president just one week before his death.

Heads Bruce Co. Sales

Bruce Offset Co., Chicago, has announced appointment of Lowell Dummer to the post of sales manager. Mr. Dummer was formerly with National Press, Inc., and is treasurer of the Chicago Club of Printing House Craftsmen.

Volland Co. Shifts Williams

Transfer of Charles Williams, regional sales manager for the P. F. Volland Co., to the company's New York headquarters from the home office, was announced last month by Charles C. Culp, president of the Joliet, Ill., greeting card firm. Mr. Culp said intensified sales efforts have necessitated enlarging the eastern organization.

He also announced the appointment of Howard Peck as acting regional sales manager for the San Francisco Bay area, and of Glenn C. Sattler as regional sales director with headquarters at the company's home office. He formerly was vice president and sales manager of the Stanley Manufacturing Co., Dayton.

Premier Shortens Name

Premier Graining Co. has been selected as the new name of the Chicago trade platemaking firm formerly doing business as Premier Plate & Litho Supply Co., it was announced last month by Rubin Kaufman, president of the concern. Operations will be continued at the same location, 2440 Prairie Ave., Chicago, 16, and there has been no change in personnel, he said. Premier was originally organized at Los Angeles, Calif., six years ago, but moved to Chicago in January, 1950, to simplify the problem and reduce the cost of assembly operations for supplies, and to take advantage of Chicago's location as a distribution center for the company's products. In attempting to re-incorporate in Illinois, Mr. Kaufman said authorities objected to the similarity of the old name to other existing Illinois corporations, but, after a year's discussion this difficulty was resolved by selection of the new corporate name, Premier Graining Co.

Featured by the Chicago concern is their "Prem Tone" non oxidizing marble grained zinc litho plate which is now being supplied to wholesalers and distributors throughout the U.S. and Canada. Six new grainers were recently added to facilities, to give a total of twelve machines for production of the plates. The company also deals in blankets and roller covers.

*You just can't
beat Mercury
Rollers & Blankets!*



Makes wash-up easier, faster
Eliminates excess make-ready
Reduces paper spoilage
Controls ink better
Ups your production
Requires less replacement
Your Best Bet!

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres. Federal at 26th Street CHICAGO 16



Scene of LNA June Convention

The Essex & Sussex (foreground) and the Monmouth (background), on the beach at Spring Lake, N.J. will be the scene of the June 26-29 convention of the Lithographers National Association. This is the 46th annual gathering of the LNA and the first in three years to be held in the East. Spring Lake is located between New York and Philadelphia.

W. Floyd Maxwell, LNA's executive director, stated that the opening session will be held Tuesday morning, June 26th, with convention sessions both morning and afternoon the following day and with a morning session Thursday, the 28th. The Bank Stationers Section of the LNA will hold its lun-

cheon and afternoon meeting on the opening day. The annual dinner and dance will be held Thursday evening, and the LNA golf tournament will be held all day Friday, the 29th. As has always been the custom at LNA conventions, non-members and friends of lithographers are welcome to take part in the convention sessions, Mr. Maxwell emphasized.

A prominent Washington government official is anticipated as the principal speaker, and the convention keynote will be the effect of the Washington situation and current war conditions on the lithographic industry. The panel discussion by industry members this year will deal with the subject of work

simplification. Last year at LNA's Chicago convention a similar panel discussion was successful because of its practical applications. The winners of LNA's 1st Annual Lithographic Exhibition also will be displayed.

The facilities of both the Spring Lake Country Club and the Homestead Country Club will be available during the convention. The private bathing beaches, pool, tennis courts, putting greens, orchestras for dancing and concerts, and other amusements will offer ample diversions for all. The Monmouth Race Track, 12 miles away, will also be open. A special program for the ladies is planned. Boats for deep-sea fishing and pleasure will be available at the hotels.

Paper Co. Shows Model

A model of the company's new plant being built at Bustleton, Pa., was shown by Paper Mfrs. Co. at the convention of the National Paper Trades Assn. at the Waldorf-Astoria Hotel, New York, early in April. The new plant, which was begun last October, will provide about 200,000 square feet of space for production of the company's line of gummed stock and other paper products.

Award to O. A. Dickman

O. Alfred Dickman, advertising production manager of the *New York Herald Tribune* and long-time volunteer worker in New York graphic arts circles, was awarded The Navigators' Service-to-Industry Award at ceremonies in Schrafft's 23rd St. restaurant, New York, Mar. 9. A. E. Oakes, president of the New York

Employing Printers Assn., Inc., and one of the award judges, made the presentation. Charles V. Morris, The Navigators' president, presided.

Other members of the panel of judges were, Ernest Trotter, editor, *Printing*; Wade Griswold, executive director, Lithographic Technical Foundation; and John Farley, president, The Production Men's Club of New York. Harry A. Singer was The Navigators' Award Chairman.

Reid Heads Canadian Co.

R. Pierce Reid has been elected president and general manager of Consolidated Lithograph Mfg. Co., Ltd., Montreal, succeeding the late Lieut.-Col. C. W. MacLean, W.T.K. Collier, a director for several years, has been elected vice-president and J. Leigh Bishop has been elected a director.

Mr. Reid has been associated with

Consolidated Lithograph for 30 years and has been vice-president general manager for the past 15 years. Mr. Collier is president of Collier, Norris & Quinlan, Limited, investment dealers, and Mr. Bishop is a member of a legal firm.

Gibson Moves N. Y. Office

Gibson Art Co., lithographer and greeting card manufacturer, last month moved its New York branch to new quarters in the RCA Building, 30 Rockefeller Plaza. The firm has been located at 200 Fifth Ave. for 42 years.

Plan Canadian Distr. Conference

The third district conference of the International Assn. of Printing House Craftsmen will be held on May 18-19, 1951 at the Royal York Hotel, Toronto, Canada.

A few points on how to save TIME and MONEY on negative materials!



**USE
TRANSALOID®**

- ✓ Ideal for line work, halftones up to 133 screen, Ben Days, line pick-ups up to 150 screen
- ✓ Resolving power close to film
- ✓ Costs 40% less than film
- ✓ Prints as fast to plate as film
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- ✓ Easy to process



Write today for complete information and sample negative made with Transaloid; also details of special trial offer with money-back guarantee. The Haloid Company, 51-129 Haloid St., Rochester 3, N. Y.

TRANSALOID
TRANSPARENT NEGATIVE PAPER

Trowbridge Marston Dies

Trowbridge Marston, 65, chairman of the board of the Kaumagraph Co., Wilmington, Del., died March 22. Long active in industry affairs, Mr. Marston was an honorary director of the Lithographers National Association, having been president for two terms from 1933 to '35. He had held other offices previously. He also had been on the board of the Lithographic Technical Foundation.

He was born in Brooklyn, son of the late Frank H. and Jane E. Marston. His father was one of the founders of the Kaumagraph Co. in 1902. Mr. Marston joined the firm in 1909 when it was located in New York. He became president in 1927. The company was moved to Wilmington in 1939.

Survivors are his widow, two sons, Frederick, company secretary, located in the company's New York office, and Chapman, an Air Force officer in Japan, and four daughters.

Earle Bensing Passes

Earle Bensing, 50, co-owner of Bensing Brothers & Deeney, Philadelphia printing ink manufacturers, died March 12 of a heart attack at the Hotel Princess in Bermuda, where he was vacationing.

Mr. Bensing and his two brothers, Harold and Roy, and James J. Deeney, founded the printing ink company in 1936. He had been engaged in the ink manufacturing business since he was 14, previously having worked for the Charles Eneu Johnson Co. and Crescent Ink & Color Co.

He was a member of the Poor Richard Club and of the Litho Club of Philadelphia. Surviving besides his brothers are his wife, Mildred, who was with him in Bermuda; a son, Earle, a daughter, Barbara, and his mother.

J. J. McKenna, Phila., Passes

James J. McKenna, 73, who conducted a plate graining business in Philadelphia for many years, died March 4. A son, Joseph, is in charge of plate graining at Lithographic Service, that city. Other survivors are his widow, three daughters and two other sons.

Announces Press Installations

Four recent installations of E. B. Co. 22 x 34" single color offset presses were announced by the Printing Machinery Division of The Electric Boat Company, of Groton, Conn. The installations were made at the Esso, Standard Oil Co., Printing Dept., Baltimore; Gerard Printing & Advertising Co., Omaha, Neb.; John F. McKenna Co., Inc., East Orange, N. J.; and The Joplin Printing Co., Joplin, Mo.

S & V Holds Balto. Opening

The new ink plant in Baltimore of Sinclair & Valentine Co. was the scene of open house festivities Saturday afternoon, March 31 as graphic arts men of the area inspected the new facilities. Luncheon was served during the afternoon. The new plant, opened early in 1951, serves the Baltimore-Washington area with inks and chemicals.

Baltimore Firm Adds Presses

Publication Press, Inc., Baltimore, currently is adding two more offset presses as part of its expansion program which included the recent erection of a new addition. Two single-color Miehle 41 x 54" presses are being installed.

R & P Moves in Baltimore

The branch office and warehouse of Roberts & Porter, Inc., in Baltimore, recently moved to new and larger quarters at 15 West Preston St. Tom Bowden is branch manager.

"Government Night" Held

The Washington Club of Printing House Craftsmen met on March 20 at the Government Printing Office Harding Hall to observe "Government Night." Morris H. Reaves presided and John J. Deviny, public printer, acted as toastmaster.

Willard A. Anderson, plant engineer at the GPO, was the principal speaker. Discussing the subject of "Functional Use of Color in Improving Working Environment," he showed how employee morale and production might be improved by scientific color and lighting.

Show Children's Books

An Exhibition of Children's Books: 1945-1950, sponsored by the American Institute of Graphic Arts, was on view from March 9th through April 9th in the Central Children's Room of the New York Public Library.

Duplicate exhibits will be available for display in other parts of the country. Inquiries concerning the traveling show may be addressed to the American Federation of Arts, Inc., 1262 New Hampshire Ave., N. W., Washington, 6, D. C.

Porter Serves in Capital

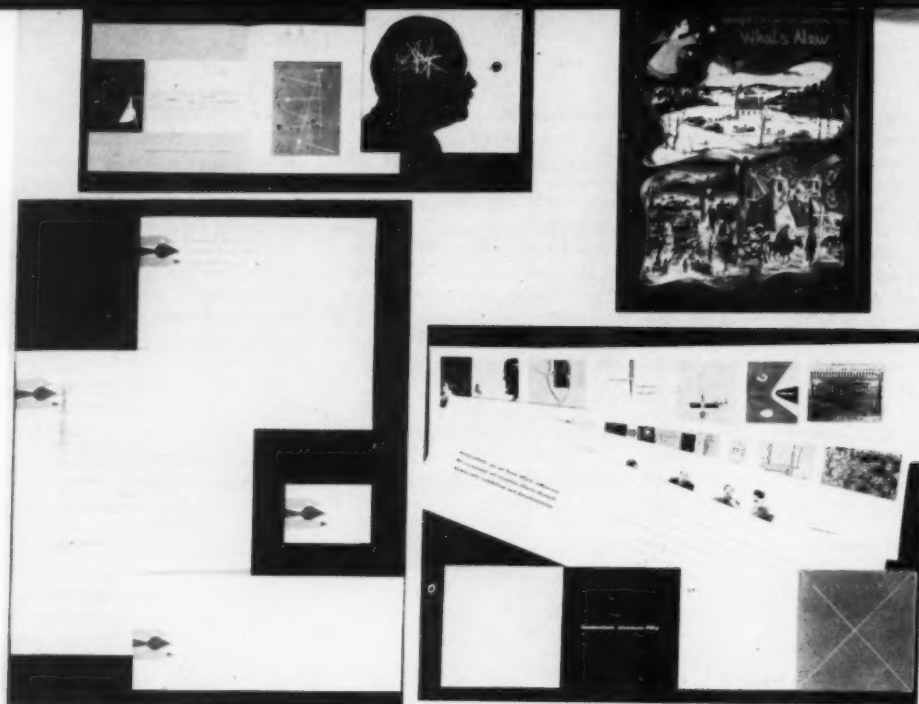
Harry A. Porter has been loaned temporarily for government service by Harris-Seybold. Early in March he assumed the responsibilities of the role of acting chief, Processing Machinery Section, Machinery Division, Office of Price Stabilization, in Washington. He is currently spending three to four days a week in Washington, but hopes to be replaced with a permanent appointee in two to three months so that he may return to his full time duties with Harris-Seybold.

Washington Show Held

Printing for Commerce Show was held in Washington, D. C. on March 5. Sponsored by the American Institute of Graphic Arts, the show was held in Harding Hall, Government Printing Office.

Harland Co. Shifts Officers

Several officials of the John H. Harland Co., Atlanta, lithographing, printing and office equipment firm were shifted recently. Roy W. Garrison, formerly secretary, was elected vice president while retaining the secretaryship, and heads sales in Atlanta for the manufacturing division. Turner Goldsmith, in charge of sales in the Southeast, outside of Atlanta, was elected vice president, and will retain the same duties. Other officers are John H. Harland, president; John A. Butler, executive vice president; H. Grady Wilson, vice president and general sales manager; and Arthur D. Hubert, Jr., vice president in charge of retail stores.



Several Chicago STA Awards Go to Offset Work

THE 24th annual exhibition of "Design in Chicago Printing," on view at the Art Institute March 16 to April 18, included 132 printed pieces in 18 categories, of which 13 entries received the Certificate of Award conferred by the Society of Typographic Arts, sponsor of the affair. Under a new policy, models symbolizing the awards were presented, not only to the client, but also to art director, designer, illustrator, typographer, printer or lithographer concerned in production of the prize winner.

Four of the 13 awards were given to lithographing firms, including the Huron Press, Cardinal Press, Magill-Weinsheimer Co., and the Veritone Co. One award went to a Christmas card produced by a combination of silk screen and letterpress printing. Indicative, too, of the growing interest in screen process, was the inclusion of several other pieces printed

by this process, whose design, measured by STA standards warranted hanging in the show.

Veritone Co., in addition to its prize winner, produced seven others among the 132 hung in the show, while Magill-Weinsheimer had three others hung, plus its award winner.

Eight pieces produced by R. R. Donnelley & Sons Co., were among those selected for hanging. Five litho or combination houses including Advance Lithographing Co., Mart Press, H. L. Ruggles Co., Hillison & Etten, and George F. McKiernan, were represented by two pieces each on the Institute gallery walls. One each was attributed to Maxwell Printing & Lithographing Co., American Printers & Stationers, Carl Gorr Printing Co., Photopress, Inc., Rand McNally & Co., Rayner Lithographing Co., Chicago Offset Printing Co., Excella Press, all of Chicago and the E. F. Schmidt Co. of Milwaukee.

Top, left: The award to the Huron Press was for its "A-D Exhibition Catalog," designed by Morton Goldscholl, on which the judges made this comment: "Well organized . . . fine craftsmanship . . . a feeling of general perfection . . . nice handling of illustrations and type . . . approach is modest . . . not designed to impress or excite or call attention to designer, yet it achieved that effect . . . layout artist held himself to purpose of the work."

Top, Right: Magill-Weinsheimer Co.'s award for a house organ, "What's New" for Abbott Laboratories, illustrated by various artists under Bert Ray, art director. Comment was: "Most expensive . . . looks like a gift for Christmas . . . each page sparkles like an ornament on a tree . . . each page can compete with the others . . . a glorified art catalog."

Lower, Left: Veritone's prize winner was a set of stationery for the Whitaker Guernsey Studio, with composition by Monsen-Chicago, Inc. Judges said of it: "Beautifully balanced from choice of type and arrangement to colors used . . . colors nicely chosen and particularly sensitive."

Lower, Right: Cardinal Press took its award for another catalog, "Momentum—Nineteen Fifty," whose designer was not named in the show catalog. Judges' comment was: "Whole conception outstanding . . . one of the most original pieces in the exhibition . . . yet not spectacular or overemphasized . . . well ordered . . . very pleasant and enjoyable . . . well illustrates the title . . . variety without strain . . . clean . . . package speaks for what is in it."



LITHOGRAM

IPI, Tri-Metal and Press-Tested are trade-marks of Interchemical Corporation

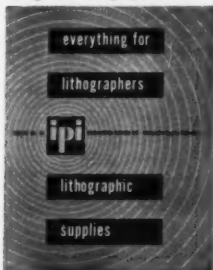
IPI • DIVISION OF INTERCHEMICAL CORPORATION • 67 WEST 44th ST., NEW YORK 18 • ADDRESS INQUIRIES DEPT. A

MASTER CRAFTSMEN PICK IPI OFFSET INKS TO PRODUCE HIGH GRADE CIGAR BOX WRAPS

GET YOUR NEW LITHO SUPPLIES CATALOG YET?

Well, if you haven't, you can get one free from your nearest IPI branch or write us at 67 W. 44 St., New York 18, N.Y.

It's a handsome booklet with complete information on litho supplies. IPI does have "Everything for Lithographers".



NOW—GET BLACKER BLACKS WITH NEW "PRESS-TESTED" IPI HALFTONE BLACKS

Are you looking for a blacker black? Then write today for our latest folder of specimens of lithography done with our famous "OA Series" of Press-tested offset halftone blacks.



Free Halftone Blacks Folder contains coated and uncoated sheets lithographed with four famous "OA Series" press-tested offset halftone blacks. Send for one today.



With Schlegel Litho Corp. It's IPI "Press-Tested" Inks for Finest Quality Work

For over a century Schlegel Lithographing Corporation (New York, N. Y.) has been noted for fine lithography. The master craftsmen of this pioneer firm, founded in 1841, are experts in producing high grade cigar box wraps and labels—like those for nationally known Dutch Masters cigars (made by Consolidated Cigar Corp., close neighbor of IPI in New York). These experts choose IPI "Press-tested" offset inks for their highly specialized work.

IPI Inks Are Uniform, Have Color Strength

Offset inks for cigar box wraps and labels must be tops in quality. The work demands inks with uniform characteristics—each batch must perform like the last. They must have extra color strength and be formulated to dry completely before the bronzing operation. IPI inks meet all these requirements in every respect.

IPI Inks Meet Needs of All Types of Offset Work

Fine cigar box wraps are just one type of work for which IPI offset inks are preferred. Leading offset houses everywhere are turning to IPI for better results in every field of lithography.

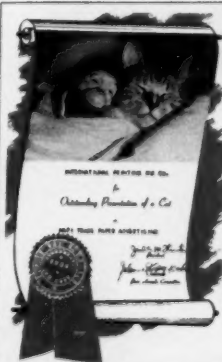
Lithographers tell us that for extra snap, color strength, clean prints and good drying properties, there is nothing like IPI "Press-tested" offset colors—both process and regular. Ask your IPI salesman to help you solve your offset ink problems. Or write IPI headquarters at 67 West 44th Street, New York 18, New York.

"PURR AWARD" TO IPI FOR FEATURING CAT PHOTOS IN INDUSTRIAL ADVERTISING

For years IPI has made presses purr with fine offset inks. Now we have a "Purr Award"—a citation from the Empire Cat Club for best cat photo in industrial advertising.

We won the award for using a photo of that famous cat, "Tweets", asleep with a friend. The picture appeared in an IPI insert in recent lithographic magazines. Of course the insert was printed with IPI offset inks which showed "Tweets" off to best advantage.

To keep your customers purring, try IPI's new Press-tested offset halftone blacks for true reproduction of prize photos. Lithographers say these are the blacker blacks with excellent working characteristics—that they follow the fountain and have good drying properties.



Here is that photo of "Tweets" with IPI's "Purr Award" from Empire Cat Club, Incorporated, N. Y.

Advertisement



"AW SHADDUP!" (Says Tweets) "I'll tell you how leading lithographers win prizes and new customers. They bet on fine craftsmanship and IPI 'Press-tested' offset inks, that's how. Take that award-winning picture of me and my friend (see other side)—it was lithographed with one of IPI's new offset halftone blacks. These are blacker blacks that produce full, deep tones and lithograph sharp and clean. And they work just as well on all the commonly used stocks."

INTERNATIONAL PRINTING INK • Division of Interchemical Corporation • 67 West 44th St., New York 18, N. Y.



Open GPO Chicago Branch

To facilitate contacts with Chicago printers and lithographers who are doing government war printing, the Government Printing Office has opened a warehouse and office at 600 W. 41St., Chicago, with Raymond Giesler in charge. This is the same building used during the last war for storage of paper stock and other supplies used on jobs placed in Chicago. Principal government contracts now being handled in Chicago are understood to be reproductions of manuals for the Air Force and other service branches. Most of these jobs are said to be going to the larger lithographing companies with facilities for long runs. Definite figures were not obtainable but since November, when the first war contracts were placed in Chicago, the volume of government business done in that city has steadily grown.

Koenig Joins Meyercord

Irvin H. Koenig has been appointed as sales representative in the Wisconsin-Michigan territory for the canned food label division of The Meyercord Co., Chicago. Mr. Koenig was previously associated with the Muirson Label Co., Peoria, Ill., for 14 years as sales-production coordinator.

Rayner Litho Supt. Dies

Casimir Michalak, 48, superintendent of the offset press department, Rayner Lithographing Co., Chicago, died March 13. He had been an employee of the firm for 33 years, and in charge of the press room for five years.

Milprint Moving To New Plant

The move into its new plant has been started by Milprint, Inc., Milwaukee printing, lithographing and packaging material converter firm. The company's plant 5 has already moved into the new building. The entire move is being planned so that production is interrupted as little as possible, according to William Heller, board chairman.



Announce Poster Awards

Above are shown the three grand award winning posters in the 19th national competition and exhibit of outdoor advertising, sponsored by the Art Directors Club of Chicago. Over 800 poster designs were submitted this year.

Top: First Grand Medal Award—Ford Motor Co., J. Walter Thompson agency; J. W. Wilkinson, artist; Wallace W. Elton, art director; and U. S. Printing & Lithograph Co., lithographer.

Center: Second Grand Medal Award.

P. Ballantine & Sons, J. Walter Thompson, agency; J. W. Wilkinson and Carl Paulson, artists; Charles Barnes, art director; and U.S.P. & L., lithographer.

Lower: Third Grand Medal Award. General Foods Corp. Young & Rubicam, agency; Jack Welch, artist; Jack Anthony, art director; Spurgeon Tucker, Inc., lithographer.

Awards were presented at the annual awards dinner at the Sheraton Hotel, Chicago, March 22. One hundred best posters of 1950 were on display at Marshall Field & Co., Chicago, from March 26 to April 10.

Plant 5 was the company's sealing department, in which Pliofilm, polyethylene and other special films are sealed for packaging purposes. It is also doing sealing of packaging for defense goods manufacturers. The bag department, which makes various types of bags for the food industry,

will be the next section to move.

When the move is completed, possibly by the end of July, five of the firm's Milwaukee plants will be housed in the new building. The site covers an area of 22 acres located at 4200 North Holton Street, Milwaukee.

MEAD

papers



Mead makes a diversified line of papers
for every printing process and for every printing budget,
in a variety of colors, substances, and surfaces. Consult your printer
or Mead Merchant about such well-known brands as Mead Bond;
Moistrite Bond and Offset; Process Plate; Escanaba Enamel;
Wheelwright Bristols and Indexes; D&C Black & White;
Richfold Enamel; Printflex Cover;
Snopake Offset; Suede Book; and De & Se Tints.



THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"
Sales Offices: The Mead Sales Company, 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia

Offers Social Security Book

A pocket size booklet "Facts for Lithographic Employees — Your Greater Stake in Social Security Benefits", has just been issued by the National Assn. of Photo-Lithographers, Walter E. Soderstrom, executive vice president, announced. "The booklet may well be regarded as a morale building in employee relations", Mr. Soderstrom said. It was carefully prepared with lithographic employees in mind, and it brings to them facts about the insurance which both they and their employers are paying for, he said.

The booklet contains concise information, in question and answer form, concerning benefits available under the new revised Social Security law, and shows charts and tables of benefits under varying conditions.

Copies of the booklets, in quantities, for distribution to employees, are available to lithographing companies at cost, Mr. Soderstrom said. Companies may obtain these whether or not they are association members.

The association offices are at 317 West 45 St., New York 19, N. Y.

Eastern Corp. Holds Meeting

The annual sales meeting for its paper jobbers was held April 1 by the Eastern Corp. of Bangor, Maine. It was held at the Waldorf-Astoria, New York, on the day prior to the opening of the National Paper Trades Assn. convention. John E. Massengale, vice president and sales manager, presided, and discussed the general paper supply situation and outlook. Kenneth W. Henderson advertising manager outlined the company's direct mail and publication advertising plans for the next 12 months.

Featured speakers were Donald M. Hobart, vice president and research director, Curtis Publishing Co., and Paul Manning, newspaper columnist. Mr. Hobart talked on "Selling and Advertising in our Changing Economy", while Mr. Manning commented on the current war situation and outlook, with emphasis on Europe.

To Offset

Maps in Arctic

Because lithographic chemical reactions, as well as mechanical operations, are not practical at temperatures below plus 50°F. army engineers have developed special lithographic map reproduction trains of trailers and trucks for map reproduction in arctic climate. One of these trucks is shown here. As in World War II the trains comprise several vans, one for cartographic work, one for camera work, one for platemaking, one for presses, etc. The Engineer Research & Development Laboratories, Fort Belvoir, Va., has worked out a satisfactory means of maintaining constant temperature and humidity conditions in these vans, for efficient lithographic work.

A heating and cooling system was developed using a gasoline-burning aircraft heater. At temperatures down



to minus 70° F. the heater, operating on 110 volt AC power, will heat the van interior to plus 65° F. within an hour, the ERDL reports. A mixture of fresh and recirculated air can be used. Batteries of 24 V. also can be used for power. The entire unit was tested in Canada at minus 40°, and in army test chambers at minus 70°, and continued to operate efficiently at these temperatures. ERDL said.

Cloday Net Increases

Consolidated net earnings of the Cloday Corp., paper converters and lithographers, Cincinnati, for the year ended last Dec. 31 was \$275,717, equal to 59 cents per share on the common stock. This compares with net earnings of \$97,465, or 9 cents per share in the previous year. President S. J. Johnson reported that sales during 1950 amounted to \$11,995,533 compared with \$9,757,223 in the same period of 1949.

Chicago Craftsmen Active

Big event on the Chicago Craftsmen's calendar last month was the 6th District bowling meet, in which the Milwaukee-Racine and Rock River Valley Clubs pitted their prowess against the Chicago bowlers at the New Pladium alleys in Chicago. Just about everything on the prize list was copied by the Chicago team, which carried off the first three team honors, as well as the first two individual prizes, leaving only two others for the visitors.

Entered in the contest were 14 Chicago teams and seven each from the two visiting teams. Following the games, dinner was enjoyed at the Svithoid Singing Club, where over

440 door prizes helped to compensate those who lost out in the bowling.

Rotary press work was the subject of the Chicago Craftsmen's February meeting, with a Miehle Printing Press & Mfg. Co., team, headed by Carlton Mellick, Miehle vice president.

Mid-States Building Plant

Mid-States Gummed Paper Co., Chicago, expects to move next fall into a new \$3,000,000 plant on which construction was started early this year by Mid-State's parent company, the Minnesota Mining & Mfg. Co. Located on a 114-acre tract of land on Harlem Ave., between 67th and 71st Sts., in Chicago's southwest environs, the one-story building, with 265,000 sq. ft. of floor space, will make possible high-speed, efficient and economic straight line production. It is expected to be ready for partial occupancy by Sept. 1 and should be completely finished by Jan. 1, 1952.

Plan Milw. Craftsmen's Meeting

The annual 6th District Craftsmen's Club conference is to be held Saturday, May 19 at the Hotel Schroeder, Milwaukee, Wis., with the Milwaukee-Racine Club as hosts.

***"I want to see
Americans save..."***



JOHN L. COLLYER
President, The B. F. Goodrich Company

"I want to see Americans save for their own personal security, and I want to see them, as stockholders in our government, urge economy in all phases of our national life in order to provide national security against aggression."

By their rapidly mounting participation in the Payroll Savings Plan, Americans are saving for their personal security, fighting the menace of inflation and making a major contribution to America's defense against aggression. In Mr. Collyer's own company 80% of the 38,000 employees throughout the company have already enrolled in the Plan, with two large divisions still to report.

As Chairman of the Ohio Payroll Savings Advisory Committee, Mr. Collyer knows what is being accomplished by leaders of industry, top management and labor in their joint effort to step up the Payroll Savings Plan. A few recent figures should be interesting to those not so familiar with the national picture:

- In the steel industry campaign, Carnegie-Illinois Steel Corporation (now U. S. Steel Company), recently raised its payroll participation from 18% of 100,000 employees to 77% . . . Columbia Steel Company of California went from 7.9% to 85.2% . . . American Bridge Company signed 92.8% of the workers in the large Ambridge plant . . . 87%

of Allegheny-Ludlum Steel Corporation's 14,000 employees are now on the Payroll Savings Plan . . . Crucible Steel Company of America, reinstating its plan, signed up 65% of its 14,500 employees.

- In the aviation industry, Hughes Aircraft Company went from 36% to 76% ; Boeing Aircraft enrolled 10,000 new names before Christmas.

Some dollars and cents figures? In the last quarter of 1950, sales of \$25 E Bonds—the denomination so popular with payroll savers—increased 2.5% by 245,000 bonds more—over the last quarter of 1949.

If you do not have The Plan That Protects the personal security of your employees, the national economy and our country's defense, phone, write or wire to U. S. Treasury Department, Savings Bonds Division, Washington Building, Washington, D. C. Your State Director is ready to help you install a Payroll Savings Plan or step-up your employee participation.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

MODERN LITHOGRAPHY



L. A. Plant Expands

Expansion of their owner-operated facilities in two Los Angeles plants includes the installation of a new 31-inch color precision camera at 8619½ West Third St., it is announced by O'Dal Lithographers. The owner-operators, Irving Olson and Thomas Dalziel, maintain another plant at 127 North Vicente Blvd.

With the addition of their new camera they now operate equipment which includes both a 24" and 31" camera with 150-line screens, a new Rutherford proof press, complete platemaking equipment and complete stripping facilities, as well as having a 70-inch photo composing machine now on order.

Los Angeles PIA in Cost Study

The Los Angeles PIA has called on all its members to send in balance sheets showing fiscal breakdowns for the last year to permit cost studies for average plants. Eddie Virant of the PIA office said the association's statisticians will analyze—confidentially—the statements of all participating firms to provide guiding figures for the local segment of the industry.

To Attend Phoenix Conference

A delegation of Los Angeles and Southern California printers will attend the Pacific Society's 26th annual conference at the Hotel Westward Ho in Phoenix, Ariz., May 10, 11 and 12. Al Manners, Los Angeles, president of the society, is arranging the program. Andy Chuka of the Print Shop, Phoenix, is general chairman for the conference.

Tucson Firm in Four-Color Work

The first four-color offset job recently came out of the new offset department of Hollis Photo-Engravers, Tucson, Ariz. John E. Rowe, formerly of New York, is in charge of the work.

First Phototypesetter in West

The first Intertype Fotosetter in the West has just been placed in operation at Economy Blue Print & Supply Co., Los Angeles, Calif., following a demonstration and reception at

the plant with President-Owner John F. Mawson as host. Scores of graphic arts industry executives and technicians attended the demonstration. The installation is the first Fotosetter west of the Mississippi.

Adds Web Offset Press

Business Systems, Inc., Los Angeles, recently added an ATF-Webendorfer web offset press, and collator, for the production of business forms and advertising material.

Discuss Use of Printing

Effective use of offset as well as letterpress printing in promoting national advertising programs was outlined before the Los Angeles Printing Sales Club at its April meeting by R. C. Atchison, advertising manager, dealer division, of the Rexall Drug Co. The speaker stressed the importance of varied types of printing in adequate quantity particularly at the point-of-sale.

Joe Luther of the Jeffries Banknote Co., is president of the printers' group.

Hollywood Firms Merge

Advance Litho, North Hollywood, Calif., and Advertisers Service, formerly of Glendale, Calif., recently joined forces and moved into larger quarters in North Hollywood.

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LITHOGRAPHERS NATIONAL ASSN.

L. A. PIA Reports Progress

Membership in the Los Angeles Printing Industries Association now exceeds 300 firms which employ more than 75 percent of all workers in the commercial printing industry in Southern California, according to the annual report of Hale H. Luff, retiring president, who was succeeded by Phil Ellsworth. The membership gain was from 269 firms on Jan. 1, 1950, to 326 firms on Jan. 1, 1951.

One of the year's major additions was the affiliation of the Blueprint and Photocopy Association of Southern California, headed by Jack Clifford of Vernon Lighting Blueprint.

Other trends were the increased enrollment and activity of the Junior Printing Executives Club, an active program by the Printing Sales Club, which inaugurated a series of printing sales courses; and closer liaison with the Lithographic Technical Foundation, which produced many benefits for local lithographers.

The lithographers' group, headed last year by Leo Ervin of Colonial Print Shop and now by Gordon Boelter of Homer Boelter Co., consulted on trade practices, labor relations and other conditions at regular and special meetings.

The PIA's waste paper program benefited its members by more than \$100,000 last year. Where formerly printers paid for removal of waste paper, now they are paid for it. More than 200 member plants are participating. Some receive more for their waste paper than their membership in the PIA costs them. Manager G. Henry Henneberg added.

Craftsmen Discuss Costs

Art Griffin of Glendale Printers, was to discuss cost procedures for small, medium, and larger plants at the April 19 meeting of the San Fernando Valley Club of Printing House Craftsmen. The club recently announced that Dave Henry, Henry Offset, joined the club.

To Add Press

North Hollywood (Calif.) Printing Co., recently placed an order for another 17 x 22" press.

Insure Your Markets

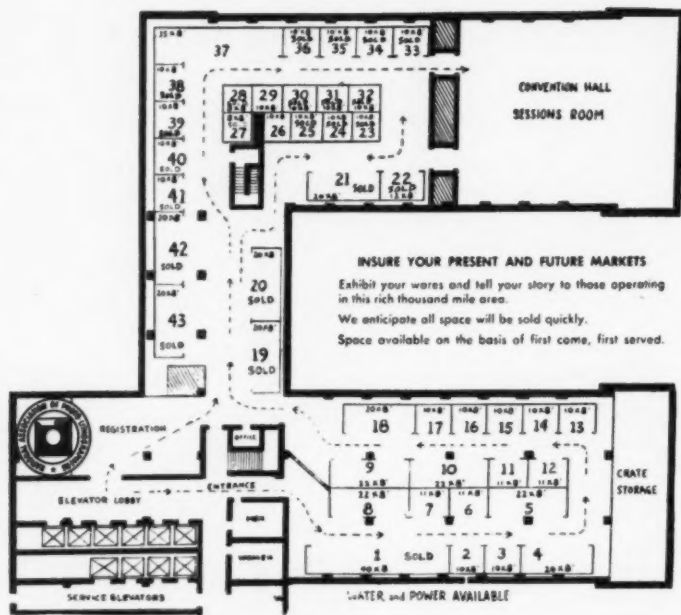
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Offers Catalog Service

Western industrial and other firms are offered complete facilities for design, planning, organization, production, printing and binding of catalogs by Commonwealth Press, Los Angeles, it was announced by Jack S. Davis, head of the firm. Both letterpress and offset facilities are offered by Commonwealth, which has specialized in the problems connected with publishing catalogs of industrial products. The new catalog department has all facilities for planning the catalog, producing the necessary artwork, and handling production and printing.

Commonwealth Press was established in Los Angeles in 1906 and has been operating with its present management since 1931. Mr. Davis, the new president was vice president for four years.

Archie T. Wilde has been named vice president, and is shop superintendent. He is editor of "Craft-O-Grafs" Magazine and a member of the board of directors of the Los Angeles Club of Printing House Craftsmen. Lewis DeLew, Jr., is secretary-treasurer. He has been identified with Commonwealth Press and the Southern California printing industry for many years.

Street Joins Monumental

Joe Street, executive secretary of the Graphic Arts Assn. of Baltimore, recently resigned to join the Monumental Printing Co., that city.

The new secretary of the association is William B. O'Connor, former secretary of the Master Printers Assn. of Newark (N. J.) and vicinity. Mr. O'Connor was introduced at the Baltimore association's luncheon, Apr. 5.

Paper Co. Provides Retirement

The McLaurin-Jones Company, Brookfield, Mass., producer of printing, industrial and specialty papers has inaugurated a profit sharing and retirement trust for its hourly-paid and clerical employees, financed entirely out of company profits, it was announced April 4 by the company President, John MacLaurin. The

company is said to be the first in its industry to provide out of corporate earnings for the financial security of its workers when they reach retirement age. Three years of continuous service are required for eligibility.

11,000 at POPAI Show

An estimated 11,000 visitors trooped through the 50 or more exhibits which featured the Point-of-Purchase Advertising Institute's two-day symposium at the Waldorf-Astoria Hotel in New York, April 3 and 4. Highlight of the symposium was the Wednesday luncheon at which Tom Beck, board chairman of Crowell-Collier Publishing Co., emphasized the importance of point-of-sale advertising as an adjunct to other media. Carl V. Haecker, display manager of RCA Victor, was toastmaster. About 1,200 persons attended the luncheon. (A more complete report will be published next month.)

Coffee at St. Louis

Robert H. Caffee, president of the Printing Industry of America, is to address a dinner meeting of the Associated Printers and Lithographers of St. Louis on May 17, the association announced.

The group also has announced plans for its annual outing to be held at Sunset Country Club, July 17.

To meet current problems of the mobilization period, the AP&L has appointed the following to subcommittees of the Defense Emergency Planning and Advisory Committee: Frank Corley, Corley Printing Co.—manpower-wages; Max Hill, Journal Printing Co.—prices; and Clyde K. Murphy, Blackwell Wierlandy Co.—materials.

Former Lithographer Dies

Charles H. Butke, veteran Cincinnati lithographer, died of a heart attack March 2 while watching television in his home. A native of the Cincinnati area, in recent years he was a foreman for the Standard Publishing Co. At the age of 14 he started in the industry with the Cincinnati Eagle Lithographing Co. He served as vice president of that firm from

1936 until 1943, when it was sold.

NPA OKs Aluminum Toll

On the basis of a request made by the Lithographers National Assn. of New York, for blanket authority for the lithographic industry to continue its long standing toll fabrication agreements of unusable litho plates with the Aluminum Co. of America, the National Production Authority gave its approval April 4.

The NPA approval states, "The lithographers are authorized to send their unusable litho plates to graphic arts jobbers as has been their practice in the past. Such jobbers are authorized, in turn, to toll such plates with the Aluminum Co. of America, and receive in return an equivalent of new plates by weight."

New Era Buys Building

New Era Lithographing Co., New York, last month purchased the four-story building at 449 Broadway which adjoins its plant at 495 Broadway. The building on a plot 19 x 200 feet runs through to 70 Mercer St.

Dunbar Heads Paper Group

Edson S. Dunbar, Crocker-McElwain Co., was elected president of the Paper Makers Advertising Assn. Apr. 3, succeeding Richard Faulkner, International Paper Co. Other officers are: Eliot L. Wight, U. S. Envelope Co., eastern vice president; Tad R. Meyer, Nekoosa-Edwards Paper Co., western vice president; Floyd L. Triggs, Riegel Paper Co., treasurer; and George Robinson, Mohawk Paper Mills, secretary.

Members of the executive committee are: R. F. Walter, Chemical Paper Mfg. Co.; and Mr. Faulkner. Members of the advisory committee are: Frank Clifford, Mead Sales Co.; Holley R. Cantine, Martin Cantine Co.; Orin Summerville, Brownville Paper Co.; Don Anderson, Fox River Paper Corp.; and George Sherwood, W. C. Hamilton & Sons.

The annual meeting of the group was held during the convention at the Waldorf-Astoria, New York, of the National Paper Trades Assn.

Britannica Offset in Britain

Use of the offset printing process has been highly advantageous in production of an edition of the Encyclopedia Britannica for sale in British and other European markets. Due to currency and import restrictions, full supply to this market has been hampered for years. To overcome this handicap the publishers decided to have an edition printed by offset in Britain from reproduction proofs made in Chicago.

Following completion of a regular production run at the R. R. Donnel-

ley & Sons Co. plant, where the Britannica has been printed for years, another run was immediately made on heavier than ordinary stock. Since each print and turn form carries 32 Britannica pages some 800 proof sheets had to be struck off to accommodate the more than 25,000 pages.

After shipment to England, lithographers there took over, using the proofs for camera copy. Six printing firms, three platemaking firms and four binderies combined facilities to complete what is believed to be Britain's biggest book job by offset.

Included in each set are 1,623 pages of halftones and color inserts, which were printed in Chicago and shipped to London for binding into the British issue. One package of inserts for each set weighs 13 pounds, compared with 140 pounds for the complete set, so that, in this one particular, there was a considerable saving in freight charges.

Encyclopedia Britannica is this year celebrating the 50th anniversary of its transfer from England to this country in 1901. In another change, in 1934, Chicago became headquarters for the publication and since 1943 it has been controlled by a corporation affiliated with the University of Chicago. In a statement to *Modern Lithography* the publishers said that production of the offset edition does not mean that "Britannica is going back home," or that this edition is a "substitute" issue, as indicated in some newspaper and magazine reports. All editorial policies will still continue to be formulated and directed from Britannica's Chicago headquarters, Robert C. Preble, president of the 183-year old organization, stated.

Printing Service Relocates

Printing Service Inc., Detroit, has announced that it has moved from 51 West Hancock Street to a new location at 1040 West Fort St. This move will double the floor space and was made necessary by increased business according to the announcement. The firm does general commercial letterpress printing and color lithography. Martin J. Struhar is president of the company.

Rand Avery Elects

Rand Avery-Gordon Taylor, Inc., Boston lithographing and printing firm, has announced election of the following officers: Robert A. Whidden, chairman of the board; Eugene H. Gordon, president and manager; and John R. Rees, vice president and treasurer.

Texas Co. Adds Cutter

Anchor Printing & Litho Co., Fort Worth, recently added a Seybold 40" cutter.

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Paper
Lights
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Tissues
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Chemicals**

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PHOTO
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Here at NORMAN-WILLETS your photo needs are accurately and promptly filled from our large stock-on-hand and then speedily sent on their way . . . this, plus products of unsurpassed quality and the right price are part and parcel of NORMAN-WILLETS service. A service that has continually won new customers and pleased old ones for over 30 years . . . a good reason for you to concentrate your buying of photo supplies and equipment at NORMAN-WILLETS.

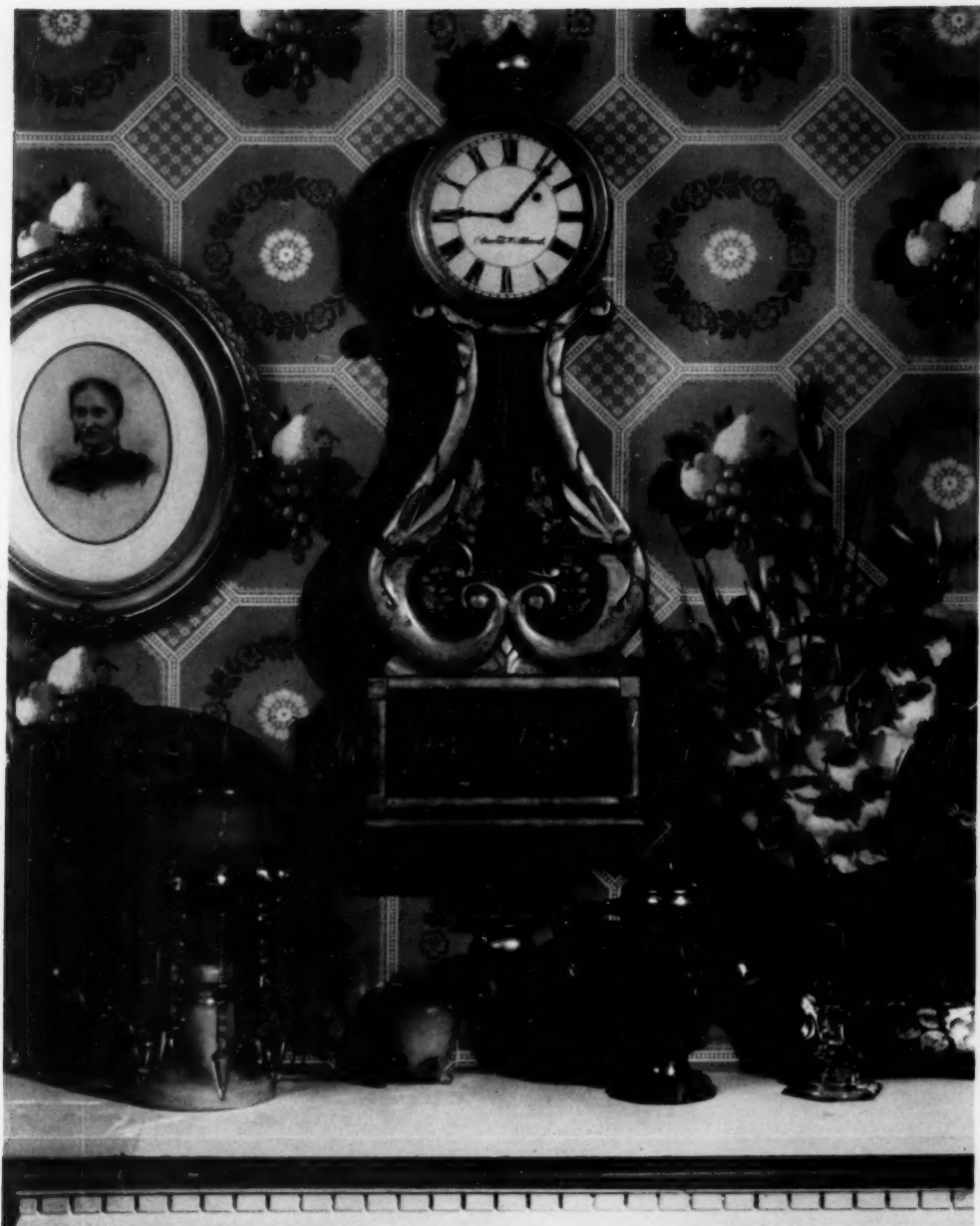


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Leading
PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

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BANGOR, ME.	Brown & White Paper Company
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BERMINGHAM, ALA.	Sloan Paper Company
BIRMINGHAM, ALA.	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHAMPAIGN, ILL.	Franklin-Cowan Paper Company
CHARLOTTE, N. C.	Crescent Paper Company
CHATTANOOGA, TENN.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Virginia Paper Company, Inc.
CINCINNATI, OHIO	Southern Paper Company
CLEVELAND, OHIO	Chicago Paper Company
COLUMBUS, OHIO	McIntosh Paper Company
CONCORD, N. H.	The Diem & Wing Paper Co.
DALLAS, TEXAS	The Petroquin Paper Company
DAYTON, OHIO	The Alling & Cory Company
DENVER, COLO.	The Cincinnati Cordage & Paper Co.
DES MOINES, IOWA	C. M. Rice Paper Company
DETROIT, MICH.	Olmsted-Kirk Company
DUBUQUE, IOWA	Zellerbach Paper Company
EDINBURGH, OHIO	Quincy-Walston Paper Co.
FARGO, N. D.	The John Leslie Paper Company
FORT WORTH, TEXAS	The Alling & Cory Company
FREED, CAL.	Henry Lindemeyer & Sons
GRAND RAPIDS, MICH.	Storrs & Bement Company
GREAT FALLS, MONT.	L. S. Bosworth Company
HARRISBURG, PA.	Crescent Paper Company
HARTFORD, CONN.	Townsend Paper Company
HOUSTON, TEXAS	Virginia Paper Company, Inc.
INDIANAPOLIS, IND.	Midwestern Paper Company
JACKSON, MISS.	Wertgamer Paper Company
JACKSONVILLE, FLA.	Southern Paper Company
KANSAS CITY, MO.	The Weisinger Paper Company
KNOXVILLE, TENN.	Western Newspaper Union
LANSING, MICH.	Arkansas Paper Company
LITTLE ROCK, ARK.	Zellerbach Paper Company
LONG BEACH, CAL.	Zellerbach Paper Company
LOS ANGELES, CAL.	Miller Paper Company
LOUISVILLE, KY.	Caskie Paper Company, Inc.
LYNCHBURG, VA.	Woodson & Buchanan, Inc.
MEMPHIS, TENN.	Nackie Paper Company
MILWAUKEE, WIS.	The John Leslie Paper Company
MINNEAPOLIS, MINN.	Newhouse Paper Company
MOBILE, ILL.	Clements Paper Company
NABVILLE, TENN.	Henry Lindemeyer & Sons
NEWARK, N. J.	Storrs & Bement Company
NEW HAVEN, CONN.	Henry Lindemeyer & Sons
NEW ORLEANS, LA.	Alco Paper Company, Inc.
NEW YORK CITY	Henry Lindemeyer & Sons
NEW YORK CITY	The Alling & Cory Company
NEW YORK CITY	J. E. Linde Paper Company
NEW YORK CITY	The Cansfield Paper Company
NEW YORK CITY	Marquardt & Company, Inc.
NEW YORK CITY	Schlusser Paper Corporation
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Western Newspaper Union
NEW YORK CITY	Field Paper Company
NEW YORK CITY	D. L. Ward Company
NEW YORK CITY	The J. L. N. Smythe Company
NEW YORK CITY	Schuykill Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	The Alling & Cory Company
NEW YORK CITY	C. M. Rice Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	B. W. Wilson Paper Company
NEW YORK CITY	Virginia Paper Company, Inc.
NEW YORK CITY	The Alling & Cory Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Beacon Paper Company
NEW YORK CITY	Tobey Fine Papers, Inc.
NEW YORK CITY	The John Leslie Paper Company
NEW YORK CITY	Newhouse Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Shimizu-Sato Paper Company, Inc.
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Louisiana Paper Company, Ltd.
NEW YORK CITY	The John Leslie Paper Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	The Paper House of New England
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	The Alling & Cory Company
NEW YORK CITY	The Commerce Paper Company
NEW YORK CITY	Midwestern Paper Company
NEW YORK CITY	Henry Lindemeyer & Sons
NEW YORK CITY	Troy Paper Corporation
NEW YORK CITY	Tulsa Paper Company
NEW YORK CITY	Olmsted-Kirk Company
NEW YORK CITY	Zellerbach Paper Company
NEW YORK CITY	Stanford Paper Company
NEW YORK CITY	Newhouse Paper Company
NEW YORK CITY	Zellerbach Paper Company



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Lithographic Papers

Silkote Offset • Offset Enamel • Overprint Label C1S

WARREN'S Offset Enamel and Warren's Overprint Label are new double coated papers produced by a new method.

Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

Warren's Silkote Offset is a new paper designed for the reproduction of pictures by offset lithography. Silkote Offset has the appearance of a wove offset paper but offers a better printing surface. It also possesses a high degree of dimensional stability.

Write for free booklet—"How Will It Print by Offset"

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 40 cities in Latin America and West Indies.
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 30 countries in Latin America and West Indies.
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 India, Malaya, Philippines, South Africa.
 AUSTRALIA B. J. Ball (N. Z.), Ltd.
 NEW ZEALAND B. J. Ball (N. Z.), Ltd.
 HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.
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LITHO CLUB NEWS



Litho Club convention planners receive invitation for those attending to tour the Harris-Seybold Co. plant while in Cleveland, L. to R.: Andy Balika, president of the Cleveland Litho Club; Sol D'Allesandro, co-chairman of convention committee, Herb Johnson, chairman, and Harry A. Porter, sales vice president, Harris-Seybold Co.

New Plan for Forum Discussions on NALC Program

A SERIES of round table discussions on every phase of lithographic production, and a tour through a large offset press manufacturing plant are among the innovations planned for the sixth annual convention of the National Assn. of Litho Clubs, May 11-12 in Cleveland. The program of the two-day affair was announced last month through a folder mailed by local Litho Clubs to their 2500 members.

The first day, Friday, is devoted to the tour through the plant of Harris-Seybold Co., where offset presses will be seen in all stages of manufacture. A reception is scheduled for Friday evening when visitors will be guests of the Cleveland Litho Club.

The Saturday program, at Hotel Cleveland, opens at 10 a.m. with a business session, roll call, and official reports.

The Saturday noon luncheon has as its guest speaker Louis B. Seltzer, editor of *The Cleveland Press*.

At 1:30 a talk by Larry Brehm, Western Printing & Lithographing Co., Racine, Wis., is scheduled. He will discuss "In-Plant Training". A business session is to follow at 2:30, with action on committee reports, admission of new member clubs, and election of officers.

"Technical Information Centers"

at 3:30, are to consist of 22 round table discussions to be carried on simultaneously at 22 different tables. At each table foremost technical men, specialists in one phase of lithography, will be available for semi-private discussions. Persons with questions can go to the proper table for the answers.

The annual banquet is to be held Saturday evening. Entertainment and dancing are to be included.

A program for ladies attending also has been planned. On Friday, a luncheon at the Alcazar Hotel and an excursion to Nela Park are planned. A large exhibit of home lighting developments is on display at Nela Park. On Saturday another luncheon is planned, this time at El Dorado Club. Following this the ladies are to attend the Alpine Village Fair TV show.

Registration fees are \$13.50 for Litho Club members, and \$20 for a member and a lady. Non-members fees are \$17.50 and \$27.50. The discussions are open to all in the graphic arts.

Edward W. Harnish, Eureka Specialty Printing Co., Scranton, Pa., (formerly of the Boston Litho Club) is president of the NALC. Other officers are Anthony Capello, Philadelphia, first vice president; H. H. Johnson, Cleveland, second vice presi-

dent; John F. Maguire, New York, treasurer; and Joseph Winterburg, Philadelphia, secretary.

Many weeks have been spent in preparatory work by the committee assigned to the task by the Cleveland Litho Club. Herbert H. Johnson is chairman, and Sol D'Allesandro is co-chairman. Andrew Balika is president of the host club.★★

Boston Hears Panel

A panel of eight participated in a quiz session on lithography that featured the Mar. 12 meeting of the Boston Litho Club, held at the Hotel Gardner. Albert Koopman, president, presided and 112 members were present.

A list of 40 questions most frequently brought to the attention of the experts, was distributed, and a question was answered when a member requested it by number.

Ted Makarius, Pope and Gray, New York, was quizmaster, and the panel of experts was comprised of: Al Reynolds of the S. D. Warren Co. (Paper); William Driscoll, Portland Litho Co. (stripping); Harry 'Doc' Mueller, Litho Chemical Co. (chemicals); Albert E. Pride, Pride Offset Co. (dot etching); George Hammer, Forbes Litho Mfg Co. (camera); James Shanley, Livermore & Knight Co. (platemaking); and James F. Haydock, Forbes Litho Mfg Co. (press).

Plan Ink. Press Meetings

Plans have been announced for meetings dealing with inks, presses, and other subjects, by the Twin City Litho Club. On April 26 at the Covered Wagon, Minneapolis, Sinclair & Valentine Co. is to present a lecture and movies. The following month, May 24, at the Criterion restaurant, St. Paul, Miehle Printing Press & Mfg. Co. is to present a program on offset presses.

Back at the Covered Wagon on June 28, a program on the Fotosetter machine, is scheduled, to be presented by the Intertype Corp.

Do your plates go

BLIND?

If they do . . .

CURE 'em
Quick with

HANCO
guaranteed

PLASAVER

Economical
Only **\$2.00**
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The results obtained will startle you and effect **LARGE SAVINGS** by eliminating "remakes". It is so quick and easy to use, too, that we want you to try it on a Money Back Guarantee. Send the coupon below NOW!

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Here is a real answer!

Purchase a good second hand offset press to give you a much lower hourly cost.

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Here is a press you can have at a wonderful bargain because we are so desperate for space.

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#16146

Size 39 x53".

Price \$6,900.00 U. S. funds, as is, where is, subject to prior sale.

(This press should be ideal for short runs of colour work.)

Write, phone or wire—

**George McCready,
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LONDON, ONTARIO
CANADA

Philco. Hears Metal Talk

Metal decorating was the subject at the March 26 meeting of the Litho Club of Philadelphia, held at the Poor Richard Club. George A. ("Buck") Frank, president of the Sheet Metal Coating & Lithographing Co., Baltimore, was the speaker. Mr. Frank showed samples of metal lithography in various stages, including flat sheets, cut sheets, and containers in various stages of fabrication. He discussed some of the problems of lithographing on tin plate or other metals, as compared with the problems of paper lithography. A question period followed.

Mr. Frank is a former member of the Philadelphia Litho Club, and a past president of the Litho Club of Baltimore.

Joseph Hickey, Lithographic Service, Inc., president of the Philadelphia club, presided at the meeting, which was attended by about 100 persons, including several visitors from Baltimore.

The club's next meeting is scheduled for Monday, April 23 at the Poor Richard Club. Several representatives of the club also are planning to attend the convention in Cleveland of the National Assn. of Litho Clubs, May 11 and 12.

Cramer Speaks at Baltimore

Dr. George Cramer, director of research, Sinclair & Valentine Co., New York ink manufacturers, addressed the Litho Club of Baltimore March 19, showing samples of many types and colors of inks as well as many of the newer kinds of ingredients developed by research. He stressed that "a specific job always calls for ink with specific properties". The ink must be suited to the job. For proper ink matching, he said, samples of the paper should be submitted with the color to be matched, as the same ink can look entirely different on different stocks.

Dr. Cramer also presented his company's motion picture "The Graphic Arts Marches On".

One new member was announced: Frank LaRossa of the B & O Printing Dept. Several other applications were

announced but action was postponed. Seventy-five persons attended the meeting, held at the Park Plaza Hotel. W. Arch Scott, Arthur Thompson Co., club president, was in charge.

The club's next meeting was to be held April 16 when Al Clair, Eastman Kodak Co., Rochester, was to speak. His subject is "A Look Into New Lithographic Processes".

Among other club activities announced, were the oyster roast, held April 7 at Hasslinger's restaurant, and a golf match being arranged with the Washington Litho Club.

Kronenberg at Dayton

Jack Kronenberg, S. D. Warren Co., Boston, addressed the Dayton Litho Club on offset and coated papers at the March 19 meeting, and illustrated his talk with numerous charts. He discussed properties of the various types of papers, and told of new developments in stocks. Thirty-eight members and guests attended the meeting which was held at Sutt-miller's restaurant.

New members announced by club secretary Edward Bode include the following: J. L. Murtaugh, Mastercraft Printers; Carl Knab, Knab Press; W. R. Frazier, Harris-Seybold Co.; Jacob Worner, Printing Service; Alva Gray, Hull Paper Co.; and C. J. McLaughlin, McKinley Litho Supply Co.

The next meeting was planned for April 19 when Michael H. Bruno, research manager of the Lithographic Technical Foundation, Chicago, was to address the club.

Dallas Club at Roller Co.

The March 5 meeting of the Dallas Litho Club was held at the plant of Samuel Bingham's Son Mfg. Co., where Paul Cruger arranged for a tour of inspection of roller making.

At the February 8 meeting of the Dallas Club of Printing House Craftsmen, a discussion was held covering various phases of lithography. Litho Club president Dean Cunningham, Robert Wilmans Printing Co., arranged a panel composed of David

LITHO CLUB GUIDE

BALTIMORE

J. T. Kesting, Secy.
Bingham Bros. Co.
125 Colton St., Baltimore 2, Md.
Meets 3rd Monday, Park Plaza.

BOSTON

Domenic Bonanno, Secy.
Boston Offset Co.
166 Terrace St.
Roxbury 20, Mass.

CHICAGO

Wm. O. Morgan, Secy.
Chicago Lithographing Institute
1800 S. Prairie Ave., Chicago 16

CINCINNATI

Richard Fischer, Secy.-Treas.
Cincinnati Lithographing Co.,
38 W. McKicker Ave.
Meets 2nd Tuesday.

CLEVELAND

Sol D'Allesandro, Secy.
Horn & Norris, Inc.
2729 Prospect Ave., Cleveland

CONNECTICUT VALLEY

C. J. Vandermark, Secy.
Vandermark Co.
139 Laurel St.
Hartford, Conn.

DALLAS

Lionel Burnham, Secy.
Beddoe Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Erwin Stoetzer, Secy.
Walker Letter Service
66 E. Forest, Detroit 1, Mich.
Meets 2nd Thurs. at Carl's Chop House.

MILWAUKEE

Steven F. Karabenh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Walter Graham, Secy.
Modern Litho Co.

ONTARIO

V. B. Black, Secy.
Canadian Fine Color Co.
Toronto, Ont., Canada.

PHILADELPHIA

Joseph Winterborn, Secy.
622 Race Street,
Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

ROCHESTER

Carl Bigger, Secy.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Fred Francis, Secy.
Comfort Plg. Co. 200 S. 7th St.
Open meetings in Feb., April, June and Aug.

TWIN CITY

Robert Batten, Secy.
Land Press, Inc.
709 S. 4th St., Minneapolis 15
Meets last Thursday of month

WASHINGTON

Fred J. Diegelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday, Burlington.

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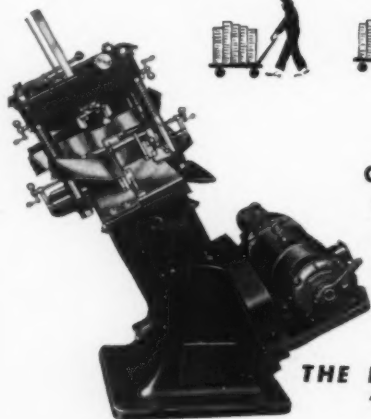
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Lane, camera, Walter Tew, press, Hershel Wren, masking and platemaking, A. W. Hudgins, general, and Joe Miller, on the future of lithography.

At the Litho Club's February 5 meeting, a panel discussion also was held. Members were Mr. Hudgins, Peter Rice of Electric Boat Co.'s Printing Machinery Div.; E. G. Eason, Bennett Printing Co.; Peter Neidenbach, IPI; T. S. Ray, Palmer Paper Co.; J. H. Sellers, Bennett Printing Co.; Eddie Deever, Harold M. Pitman Co.; Max Gelfand, G & M Chemical Co.; Harold Wainscott, Harold's Plate Graining Co.; and Bill Clauss, Offset Plate Graining Co. The moderator was Joe Miller of AnSCO, and Mr. Rice, of New York, was a special guest.

Discusses Paper Outlook

A somewhat optimistic outlook on paper supply was given at the March 28 meeting of the Litho Club of New York, by James L. Ritchie, of the American Paper and Pulp Assn. Current shortages of sulfur and chlorine, used in treating pulp, are serious, he said, and also the prices of imported pulp are above U. S. ceilings. But government limitations on paper weights, while under consideration, are not likely to be as drastic as in World War II, he indicated, barring unforeseen developments in the war situation.

The meeting was held at the Building Trades Club.

The club's annual ladies night dinner dance was scheduled for Saturday evening April 7, at the Hotel Biltmore. Dinner, music, dancing, and a "Broadway" floor show were scheduled. Michael Annick, Rutherford Machinery Div., Sun Chemical Corp., was general chairman.

The dinner-dance took the place of the regular April meeting, and the next regular meeting, at the Building Trades Club is to be May 23.

The club's annual outing is planned for June, with Mr. Annick in charge of arrangements.

Four new members recently joined the club: Howard Wagner, Kipe Offset Process Co.; Alexander Rose-

Completing 50 years of service to the Graphic Arts Industry as an engineer and designer, Christian R. Kaddeland (right) was presented with a plaque by Henri Payrebrune, vice president in charge of engineering of the Miehle Co. The presentation was made at the Chicago Litho Club Meeting on March 22. Mr. Kaddeland's career began in 1901 with R. Hoe and Co.



Chicago Club Studies Presses

The Chicago Lithographers Club turned its March 22 program over to a team from Miehle Printing Press & Mfg. Co., for a discussion of "Miehle 61" and "Miehle 76" offset presses. Nine company executives and engineers were present with the explanations and answers to questions.

Preceding the scheduled talks time was taken out to honor Miehle's consulting engineer, Chris Kaddeland, who, it was announced started to design printing presses just 50 years ago to the day.

Those taking part in the discussion and question period were: Carlton Mellick, vice president for sales, Charles A. Harwood of the sales staff, Charles D. Kayser, sales executive, Al Kuehn, offset engineer, Ben L. Sites, chief research engineer, Stuart Grau, chief engineer of the offset division, and Ted. C. Schwab, chief tester.

Scene of the March meeting was

the Morrison Hotel's Mural Room, which won the approval of the 138 persons attending. This will probably continue to be the Club's meeting place hereafter, Pres. von Plachecki indicated.

Business transacted included the reception of two new members, Ralph H. Graham, foreman, master plate Dept. of Continental Can Co's metal decorating division in Chicago, and Chester D. Golembiecki, foreman, Westlake Press.

Rae Gass, chairman of the entertainment committee, gave a pep talk on the bowling contest with the Milwaukee Litho Club, at the Chicago Arena, April 28 and appealed for volunteers who can roll .200 or better. Pres. von Plachecki announced that for the April educational program four speakers have been lined up to talk on camera work. This will round out the series of subjects which, to date, have covered plates and presses

man, Consolidated Lithographing Corp.; William G. Schuchardt, Rossotti Lithographing Corp.; and Robert Borgstedt, Trade Union.

Mack, Gugler, Speak

Norman A. Mack and Allen Gugler, Roberts & Porter, Inc., Chicago, conducted the February 27 meeting of the Milwaukee Litho Club. They discussed new developments in lithography, dealing mainly with those having to do with photography and platemaking. A question period followed, further developing many points. The meeting was presided over by club president Peter Brogle, and 68 members and guests attended.

The club recently launched its

new "Milwaukee Litho News," a folder containing club program announcements and other items.

At the club's March 27 meeting, two speakers, both representatives of American Type Founders, were to address the club. They were Kenneth R. Burchard and Arthur R. Bink. The meeting was at Stender's Cafe, 5501 W. State St.

Plan Silk Screen Meeting

A meeting to acquaint lithographers with recent developments in screen process reproduction is planned for April 24 by the Washington Litho Club. Ralph M. Audrieth, Sinclair & Valentine Co., New York, is to

(Continued on Page 93)



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EQUIPMENT

SUPPLIES, SERVICES, BULLETINS

Introduce Weston Bond

The 25 percent rag bond paper, manufactured by Byron Weston Co., Dalton, Mass., formerly watermarked "Blackstone Bond", now carries a new name "Weston Bond", the company announced April 1. The new Weston Bond line will be available in the same range of sizes, weights and colors formerly made in Blackstone Bond. In addition there are two other types, Weston Opaque Bond and Weston Bond-Litho Finish.

Harry Birt, Weston sales manager, stated that the new name will be easier to remember, and will serve to identify the paper line with the Weston company.

The new litho finish stock was developed for lithographic reproduction, having the characteristics of 25 percent rag bond but a soft vellum finish. The new Opaque Bond is available in substance weights 16, 20 and 24, and the company says it features extra whiteness and high opacity. The bond line comes in white, blue, buff, canary, green and pink.

Matching envelopes with U.S. Envelope "Grip-Quik" adhesive also are available as part of the new line.

Test Paper Roller Coverings

Dampener roller coverings of a combination paper and colloid coating have been developed and are being tested in Chicago, it has been announced. The material has been developed by Fred J. Leverenz and W. C. Toland of Colloid Lithoplate Co., Chicago. Among the claims made for the covering are economy and simplification of application. Tests have been made in several places, as well as by the Lithographic Technical Foundation, Colloid Lithoplate reports, and the product is expected to

be offered to the trade soon. The company is located at 5321 West 65th St., Chicago 38.

Kit Available for Demonstration

A kit for demonstration of uses of Kleen-Stik adhesive advertising materials is being offered to lithographers and printers by Kleen-Stik Products, Inc. The kit consists of a file folder containing samples of window streamers, die-cut point-of-sale pieces, labels, and other printed and lithographed products using the moistureless, pressure-sensitive adhesives. The kit is designed to be used by salesmen of graphic arts companies in demonstrating uses of such products to customers. The company is located at 225 N. Michigan Ave., Chicago 1, Ill.

New Dot Etch Color Chart

A wall chart of color values for dot etching and color correction work has just been issued by the Lithographic Textbook Publishing Co., Chicago 2, Ill. The chart is 22½ x 26½" and is bound at the top with a metal strip. It is composed of four sheets. The first is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm red, warm blue, process yellow and black.

Each square of color is identified, and each square is divided into four different percentage screen tints. Each of the four pages contains 215 color squares. It was produced on regular offset stock on a two-color offset press.

The complete chart is priced at \$10, and may be ordered from *Modern Lithography*, 254 W. 31st St., New York 1, N.Y.

Adds Second Plant

W. A. Brown Mfg. Co., in order to speed up manufacturing and shipping operations, recently occupied an additional plant at Woodstock, Ill., the company announced last month. The new plant provides about 10,000 square feet additional floor area.

The plant at 2035 Charleston St., Chicago, had become so crowded with manufacturing operations that a solution was found by moving certain operations into a second location. The Woodstock plant contains production lines for many of the standard items in the Brown line, including layout tables, retouching stands and vacuum printing frames. It provides unobstructed working space, 50 x 160 feet, with bench assembly area, tool room, stock storage and factory office alongside the manufacturing area.

The plant on Charleston St., will continue to manufacture all of the specialty work as well as some stock items, such as temperature controlled sinks and plate grainers.

As part of the new arrangement, a heavy duty truck was obtained to assure movement of supplies from one location to the other, and to transport all crated products, for long distance shipment, to the docks of the common carriers on the same day they are crated.

New Line of Cutter-Sheeters

A line of machines for cutting, sheeting, and piling paper stock has been announced by the Clark-Aiken Co., Lee, Mass. The machines, termed cutter-layboy units, are used by paper converters and other types of plants, as well as by paper mills, according to the company. Bulletins describing the line are now being prepared and will be available from the company.



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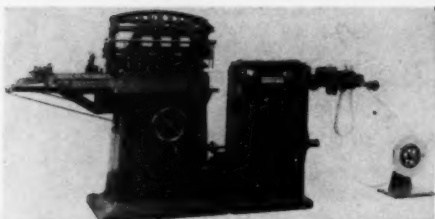


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Ticket Printing Press



The Rolca ticket printing press which prints, perforates and punches tickets in sizes up to 6½" long, has been announced by Amsterdam Continental Types and Graphic Equipment, Inc., importers, 268 Fourth Ave., New York 10, N. Y. The machine prints 1,24 or 6

up, with three colors on one side and one color on the other. It handles paper, cardboard or gummed stocks, and is claimed to run at 12,000 IPH on ungummed stock. Information is available from the Amsterdam company.

Strong Issues Folder

A folder, which illustrates and describes the full line of Strong Grafarc automatic high intensity arc lamps, for photo-mechanical reproduction processes, has been issued by the Strong Electric Corporation. It illustrates and describes all models for camera gallery, vertical and horizontal printing frames, step and repeat machines, adapters for cameras and photo-composing machines, and mounting stands.

Copies are available from the company, 17 City Park Avenue, Toledo, 2, Ohio.

Mort Dampener Patented

A U. S. Patent (No. 2,542,205) was issued February 20 to Ralph H. Mort, 102 N. W. Ninth St., Portland 9, Ore., for the Mort dampener roller cleaning machine, which is manufactured by Mr. Mort. Foreign patents also have been issued, and other patents are pending, he said.

Nekoosa Building Under Way

The new 142 x 187' paper storage building, being erected at the Port Edwards, Wis., mill of Nekoosa Edwards Paper Co., is progressing, and it to be ready for use this fall. Foundations were well along last month. It will provide 50,000 square feet of space, and is part of the company's current \$4,500,000 expansion program.

The new storage facilities will provide improved operating conditions, step up tonnage output by allowing longer machine runs, and provide bet-

ter stock balance for improved service, the company stated.

Opens Chicago Facilities

J. Curry Mendes Corp., Boston, recently opened a Chicago branch plant for the manufacture of "Betsy" automatic collating machines. The new plant occupies the sixth floor at 500 South Clinton St.

At the present time, production of the Betsy machines has been considerably slowed down by the materials situation, the company said.

Envelope Co. Expands

Garden City Envelope Co., is constructing an addition containing 18,000 sq. ft. of space to its plant at 3001 N. Rockwell St., Chicago.

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UTILITY SINKS-PLATE TROUGHS**

All scientifically designed for faster, better work and ease
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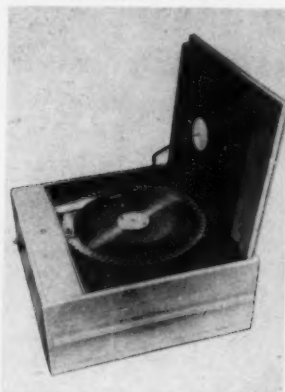
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DETROIT.....Alico Ink & Supply Company
FORT WORTH.....Texas Offset Supply Co.
KANSAS CITY, MO.....Lithographers Supply Co.
LOS ANGELES.....The Smart Supply Company
MILWAUKEE.....Badger Litho Plate Graining Co.
MINNEAPOLIS.....Automatic Print. Equipment Co.
NEW YORK CITY.....Medo Photo Supply Corp.
ST. LOUIS.....Rissmann Graphic Arts Supply Co.
TOLEDO.....Toledo Lithograin & Plate Co.

GORDON BARTELS CO., ROCKFORD, ILL.
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Announce Improved Letterer



The Wirtz Co., manufacturer, and its selling agent, Multi-Ad Services, Inc., 100 Walnut St., Peoria, Ill., are announcing a new 1951 model of the Headliner, photo-lettering device. The Multi-Use Headliner is a machine for the setting of headline copy. It was first shown at the Graphic Arts Exposition in Chicago last fall. The manufacturer says that about 50 machines were placed in the field for operation and observation during 1950 and that with the experience gained from this field work many improvements have been added to the 1951 model, now in production.

Among the claimed improvements are a new spacing mechanism that is adjustable within limits of one thousandth inch, and an automatic system for line-length justification. According to the manufacturer, the new spacing method cuts line setting time for letter spaced composition to less than half that required by the original instrument.

At the present time, 12 styles of type are available, most of them in two sizes. Additional sizes and other styles are in process. Distributors have been appointed throughout the United States and other appointments will be made soon.

Offers Form Copy Service

A copy service for lithographers, specializing in the preparation of business forms, is being promoted by Business Forms Creations, 3304 Grimes Ave., Robbinsdale, Minneapolis. The firm prepares business forms to specifications, using Vari-Typer composition. Type-set headings also are used. Copy is furnished ready for camera, so that no negative scribing work is necessary, according to Joe Johnson, proprietor of the company. The company services many of its accounts by mail, Mr. Johnson said.

Issue Vocational Manual

A digest-size manual "Opportunities in the Printing Trades" has been issued by Vocational Guidance Manuals, Inc., 45 W. 45th St.

It was compiled by Patrick F. Bougchal, New York School of Printing, New York 19, N.Y.

It contains information on various types of jobs in the graphic arts, and provides general information on employer and union organizations. A brief chapter is devoted to lithography in which is stated "Employment is

usually secured by having direct contact with someone in the trade."

International Plans Expansion

International Paper Co., New York has announced plans to double the capacity of its new dissolving pulp mill at Natchez, Miss. In making the announcement, John H. Hinman, president, stated that the plant, which opened last spring, now has a capacity of 300 tons per day and the plans called for increasing this to 600 tons.



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These two DuPont products have received wide acclaim from cameramen everywhere. This, combined with fast, efficient Besco service, will keep your camera department on the "sunny side".

This is the second in a series of ads on the various photographic products carried by the Besco Branches.

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engineering, industrial and
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26 YEARS

EXPERIENCE

we can give you a grain that
will show better results in
your pressroom.

All sizes new plates for both
Harris and Webendorfer
Presses, in stock for immedi-
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Graining and regraining of
Aluminum and Zinc Plates.

We specialize in regraining
Multilith Plates.

**WESTERN LITHO PLATE
& SUPPLY CO.**

1927 South Third Street
St. Louis 4, Mo.

Branch Plant:

**DIXIE PLATE GRAINING
CO.**

792 Windsor St. S. W.
Atlanta, Georgia

LTF Booklet on Tone

"Reproduction of Tones by Offset Lithography" is the title of the latest booklet issued by the Lithographic Technical Foundation, 131 East 39 St., New York 16, N. Y. The booklet, written by Paul W. Dorst, Cincinnati lithographic consultant, and former LTF research specialist, contains a general discussion of tone reproduction, and a more detailed discussion of tone relationship between halftone transparencies (black and white) and press prints. It is one of a series of four bulletins which discuss tone control from copy to press. The other three, already issued, are identified as Bulletins 304, 305 and 701. They are priced at \$2.00 each.

Pocket Size pH Meter

Analytical Measurements, 585 Main Street, Chatham, N. J. has announced a new pocket size pH meter and companion probe unit. Self-contained with batteries and in a Bakelite case measuring 3" x 5 7/8",

the meter weighs three pounds. The meter is scaled to read from 2 to 12 pH and the company claims an accuracy of 0.1 pH.

LITHO CLUB NEWS

(Continued from Page 85)

address the group. His talk is to include an actual demonstration of screen process printing, and he will exhibit numerous examples of work by the process. Meetings are held at the Burlington Hotel.

At the club's March 27 meeting, Charles Shapiro, manager of the educational department of the Lithographic Technical Foundation, discussed education and training of lithographic plant personnel. As part of his discussion he demonstrated a record-player and slide projector audio-visual device which is available for individual company use. About 80 persons attended the meeting.

Charles Cook, Haynes Lithograph Co., club president, recently an-

nounced a new member: Arthur W. Stolorthy, plant superintendent of Williams & Heintz Co. He transferred from the Boston Litho Club.

Skahill at Connecticut

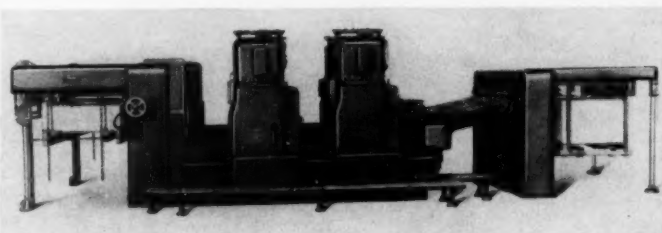
John Skahill, film specialist of Roberts & Porter, Inc., New York, was scheduled to address the Connecticut Valley Litho Club April 6 on the current film supply outlook, and on handling and manipulation of film for lithography. Prior to the meeting, Mr. Skahill told *Modern Lithography* that present indications were that there would be enough graphic arts film available during the mobilization period. The meetings are held at the Bond Hotel, Hartford.

The club's annual ladies night dinner dance was held March 17 at Three Cups Inn, Meriden, Conn. A feature of the affair was the honoring of the club's past presidents, and observance of the tenth anniversary of the club's founding.

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Save
up to
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time



INK AGITATORS

Keep
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the fountain
roller

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MODERN HIGH SPEED PRESSES—such as the one above—are built to run fast and keep running. BALDWIN PRESS WASHERS and INK AGITATORS are universally accepted by owners and operators of these fine machines.

WILLIAM GEGENHEIMER

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Reynolds Shifts Buyers' Duties

Frank F. Pfeiffer, executive vice president of the Reynolds and Reynolds Co., Dayton, has announced that all paper stock buying, not purchased direct from paper mills, will be handled by Ted Wooten, assistant purchasing agent. Pfeiffer said the change was necessitated by the increased volume of paper handled and allows W. P. Bonner, company purchasing agent, to handle paper mill contracts exclusively.

Miss Martha Henderson, who has had several years' experience in the purchasing department, has been named a buyer. She will handle the buying of most miscellaneous items other than paper.

Chicago Installations

Included in recent installations in Chicago and other Illinois plants, announced by the Harris-Seybold Co., were the following: Chicago-American Printers & Stationers, Inc., a Seybold 50" cutter; Collins, Miller & Hutchings, Harris 21x28" offset press; Columbian Bank Note Co., 34"

cutter; DeLuxe Check Printers, 21x28" press; Mohawk Tablet Co., a 64" cutter; Rayner Litho Co., a 35x45" two-color press; Regensteiner Corp., a 50x72" two-color press, and in Rockford, Ill., the General Litho & Printing Co. added a 21x28" press.

Moore Executives Meet

Discussions of operating problems and long-range planning for Moore Business Forms, Inc., were held at a recent meeting of corporation marketing executives in Niagara Falls, N.Y. Moore marketing executives from throughout the United States and Canada took part. R. Douglas Hopkin, international director of marketing, shared the chairmanship with William H. Mordy, a corporation vice president. Both men are from San Francisco.

Mr. Hopkins said operating problems discussions centered about the current manpower situation in view of recalling military reserves and Selective Service. The materials shortages problems and possible solutions also came up for discussion.

Offsets Complete Book

"Saga of the Delta Queen," a 150-page book printed entirely by offset, is being published this month by the Picture Marine Publishing Co. of Cincinnati. Lithographed on linen stock by Young and Klein, Inc., and bound by the Johnson and Hardin Co., both of Cincinnati, the book contains more than 100 photographs, with the frontispiece of the famous river boat being in four colors. The author is Capt. Frederick Way, Jr.

N. Y. Firms Add Presses

Recent offset press installations in the New York City area included a Harris 42x58" two-color at Peter F. Mallon, Inc.; a Harris 22x34" two-color at General Reproductions, Inc.; a Harris 21x28" at Process Lithographers, and the same model at Universal Offset Corp.

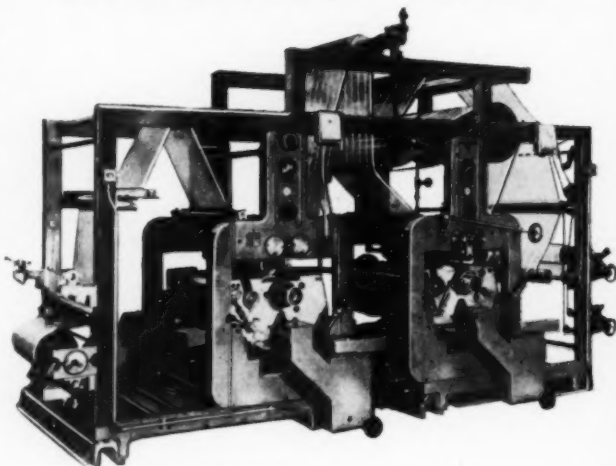
Meyercord Adds Two-Color

Meyercord Co., Chicago decalomania manufacturers, completed erection recently of a new A.T.F.-Mann two-color press.

"HALLEY"ROTOGRAVURE PRESSES

SINGLE & MULTICOLOR

The model illustrated has a printing width of 30" and the cylinder circumferences vary from 30" to 40". Press is supplied for one to six colors. Note provision for fusing by heat and water cooled rollers after each printing unit. Complete printing unit slides out for easy changing of cylinders, ink and other parts. Shortens make-ready time. Printing pressure controlled by air. Other models in 12" and 18" printing widths.



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C. W. MacLean, Montreal, Dies

Lt. Col. Charles Wesley MacLean, 74, president of Consolidated Lithograph Mfg. Co., Ltd., Montreal, died February 10, after a brief illness. He had been associated with Consolidated Lithograph as president since 1920. An outstanding sportsman, Colonel MacLean excelled in swimming, paddling and football and won many championship titles in his youth.

Carnegie Students in Chicago

Over 20 students of the Printing Dept. of Carnegie Institute of Technology, Pittsburgh, toured Chicago printing and lithographing plants and other points of interest last month.

Michigan Co. Installs Press

Seeman & Peters, Inc., Saginaw, Mich., recently installed a Harris 22x34" offset press.

Heads Decal Firm

Michael S. Palmer has been elected president of Jaco-Lac Decal Co., Chicago.

and more than half a dozen other periodicals, mostly weekly newspapers.

In Mebane, N. C., in November 1949, Randolph S. Hancock turned to Vari-Typer and offset to publish the weekly Mebane Journal, after he had given letterpress a try. He is one of the first offset newspaper publishers in the United States to use ordinary newsprint successfully.

By September, 1950, Hancock had increased frequency of publication of his fat eight-column weekly paper to twice weekly. Hancock often uses

color in the Journal, as do several other offset papers.

The Mebane Journal apparently is unique, because it is the only offset paper we found still publishing with an eight-column format. In producing it, Hancock indicates that he's the most energetic operator in the offset newspaper business. His production methods were described by Herbert Moore, president of Trans-Radio Press Service, after Moore had visited the Mebane plant. Hancock uses a Multilith 2066 to produce the



HOBBY PRINTS

(Continued from Page 43)

because of the effects he can get on varied and special paper stocks, he reports.

He has been connected with the graphic arts for many years. Once a type designer for ATF, he also is the author of several books including the Handbook of Designs and Symbols and the Handbook of Early American Advertising Art.

Offset lithography for the prints and the various promotion material is by Milo Press and James Gray, Inc., both of New York.

NEWSPAPERS

(Continued from Page 33)

Siegfried is especially well suited for the publishing task because he owns a web-perfecting offset newspaper press. He also publishes the offset *Daily News* in Independence

1901-----1951

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Journal. But with this equipment, he can get only a one-page signature in one press run. Moore said that Hancock, his wife, and one employee produce the paper in this manner:

They buy newsprint in large double-page sheets, fold it to single-page size, run the folded sheet through the press for the first one-page signature, call it page 2. Then they change the plate, turn the folded sheets over and run them through for their second one-page signature, call it page 9.

Then, Moore said, they turn the sheets inside out, by hand, revealing both remaining unprinted page surfaces, and the process is repeated. This process is then repeated with plates for other pages and other stacks of folded newsprint. Then the printed sheets are gathered by hand to make up the finished newspaper. Hancock reported a circulation of 1,762 last summer, when the *Journal* was running ten pages a week.

One remarkable thing about offset newspapers is the enthusiasm which many of the publishers have for the offset process. Hancock ranks near the top of enthusiasts.

On May 6, 1950, Hancock wrote: "We personally feel that all weeklies who wish to survive will come to offset. Those which do not convert to offset will die a natural death because they cannot keep pace with the progress in the use of pictures."

In addition to the shoestring publishing venture put over in Louisville, Ohio, another such enterprise was launched in April, 1950, in Glenview, Ill. There, three Chicago newspaper people started publishing the *Glenview Post*, jobbing out not only the printing, but the Vari-Typing as well. They began with capital of only a few hundred dollars. After trying free circulation for a while, they started charging for the paper and reported full satisfaction with their undertaking.

One striking feature about the history of the U. S. offset newspaper movement is the accelerated rate at which new publications are being undertaken.

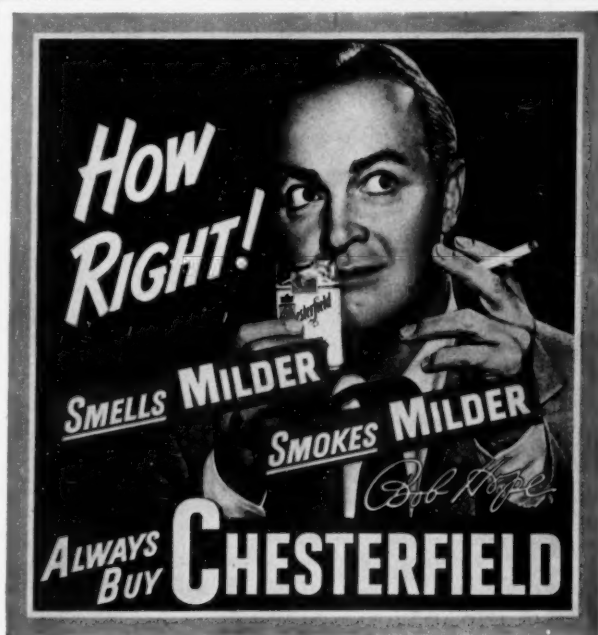
Apparently the years of greatest growth were from 1946 through

1950. The writer was able to locate five papers that were started in 1946, nine in 1947, seven in 1948, 21 in 1949 and four in the first six months of 1950. Remember, these are not all the offset newspapers founded in those years, but are merely the ones which were found and whose existence was established beyond doubt.

By no means have all offset newspaper publishing ventures been successful. While locating my first 58 active offset non-daily newspapers, 27 also were found which had suspended

publication and five which had converted to letterpress.

Strangely enough, most of the publishers who had suspended offset newspapers retained their enthusiasm for the process, and blamed their failure on such causes as poor management, under-capitalization, or illness and other personal reasons. In one case, an outstanding offset weekly was bought out and suspended by its letterpress competition, although at the time of sale it was a good money maker.



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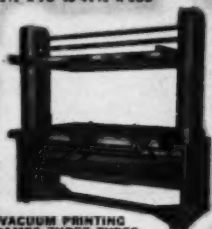
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MODERN LITHOGRAPHY, April, 1951

NON-DAILY NEWSPAPERS PRODUCED BY PHOTO-OFFSET

Newspaper and Location	Circulation	Frequency	Type of Press and Composing Machine	Newspaper and Location	Circulation	Frequency	Type of Press and Composing Machine
<i>Ad-Visor</i> Denison, Iowa	3,169	Weekly Shopper	ATF Sheet Vari-Printer Typewriters	<i>New Buffalo Times</i> New Buffalo, Michigan	1,240 (winter) 2,200 (summer)	Weekly	Harris Sheet Vari-Printer Typewriter
<i>Announcements</i> Wilmette, Illinois	300	Weekly	ATF Web Linotypes	<i>News-Standard</i> Coulter City, Wash.	493	Weekly	Davidson-sheet Vari-Printer ATF Sheet
<i>*Arizona News</i> Phoenix, Arizona	5,900	Weekly	Harris Sheet Vari-Printer	<i>Ozaukee Press</i> Port Washington, Wisc.	5,000	Weekly	ATF Web Vari-Printer ATF Web
<i>Auburn Ad-Visor</i> Auburn, Nebraska	3,050	Weekly	ATF Sheet Vari-Printer	<i>*Pictorial Mail, The</i> Enid, Oklahoma	8,500	Semi-monthly	Vari-Printer ATF Web Vari-Printer
<i>Paragould, Arkansas</i>	3,900	Semi-weekly	ATF Sheet Vari-Printer	<i>Pictorial Shopper, The</i> Independence, Mo.	12,600	Weekly Shopper	Linotype ATF Web Vari-Printer
<i>*Bagley, The</i> New York, New York	2,000	Weekly	ATF Sheet Linotypes	<i>*Raytown Shopper</i> Raytown, Mo.	6,000	Weekly Shopper	ATF Sheet Vari-Printer ATF Sheet
<i>Burling Free Press</i> Burlington, Wis.	2,500	Weekly	ATF Sheet Vari-Printer	<i>Riptide</i> Santa Cruz, Calif.	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>*Caricature</i> New York, New York	5,000	Monthly	ATF Sheet Vari-Printer	<i>St. Albans Life</i> St. Albans, N. Y.	4,850	Weekly	Vari-Printer ATF Sheet ATF Sheet
<i>Christians Beacon</i> Collingswood, N. J.	27,077	Weekly	ATF Sheet Vari-Printer	<i>Sheffield Observer</i> Sheffield, Pa.	1,104	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>Clarion Reminder</i> Clarion, Iowa	4,200	Weekly Shopper	ATF Sheet Vari-Printer	<i>Sioux Falls Shopping News</i> Sioux Falls, S. D.	18,000	Weekly Shopper	Vari-Printer Typewriters ATF Sheet
<i>*Free Enterprise</i> Independence, Mo.	10,000	Weekly	ATF Web Linotypes	<i>Sioux Falls Shopping News</i> (Farm Edition)	8,200	Semi-monthly Shopper	Vari-Printer Typewriters
<i>Free Press</i> Chisholm, Minnesota	2,300	Weekly	ATF Sheet Linotypes	<i>South San Francisco Enterprise-Journal</i> South San Francisco, California	Weekly Supplement	ATF Web Vari-Printer ATF Sheet
<i>Glencoe News</i> Glencoe, Illinois	2,000	Weekly	ATF Web Linotypes	<i>Southwest News, The</i> Lake Charles, La.	5,000	Weekly	ATF Web Vari-Printer ATF Sheet
<i>*Glenview Post</i> Glenview, Illinois	700	Weekly	ATF Sheet Vari-Printer	<i>*Spectator, The</i> Carmel, California	2,500	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>Graphic, The</i> Portland, Indiana	3,825	Weekly	ATF Sheet Vari-Printer	<i>Stateside</i> Boise, Idaho	6,500	Weekly	Linotype
<i>Greeley Journal</i> Greeley, Colorado	Semi-weekly	ATF Sheet Vari-Printer	<i>Steele County Photo News</i> Owatonna, Minn.	3,100	Weekly	ATF Sheet Linotypes
<i>Jacksonville Journal</i> Jacksonville, Texas	Weekly	ATF Sheet Vari-Printer	<i>Storm Lake Reminder</i> Storm Lake, Iowa	4,180	Weekly Shopper	ATF Sheet Vari-Printer ATF Sheet
<i>Jewish Herald, The</i> Providence, R. I.	30,000	Weekly	ATF Web Vari-Printer	<i>*Sugar Pine Press</i> Westwood, California	1,100	Weekly	Linotype
<i>*Kansas City Highlight</i> Kansas City, Mo.	10,000	Weekly	ATF Sheet Vari-Printer	<i>Tecumseh Trading Post</i> Tecumseh, Nebraska	2,400	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>Lassen Pictorial</i> Susanville, Calif.	2,400	Semi-monthly supplement	ATF Sheet Vari-Printer	<i>*Temple University News</i> Philadelphia, Pa.	6,200	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>Lincoln Clarion</i> Lincoln, Calif.	Weekly	ATF Web Vari-Printer	<i>*Trenton Glance</i> Trenton, Missouri	5,500	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>Le Mars Shopping Memo</i> Le Mars, Iowa	5,000	Weekly Shopper	ATF Sheet Vari-Printer	<i>Tyler Star-Mirror</i> Tyler, Texas	2,400	Weekly Shopper	ATF Sheet Vari-Printer ATF Sheet
<i>*Locust Valley Leader</i> Locust Valley, N. Y.	1,200	Weekly	ATF Sheet Vari-Printer	<i>Warren Sentinel</i> Front Royal, Va.	2,300	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>*Louisville Banner</i> Louisville, Ohio	1,500	Weekly	ATF Sheet Vari-Printer	<i>Watertown Photo-News</i> Watertown, S. D.	2,500	Weekly	ATF Sheet Vari-Printer ATF Sheet
<i>*Marshall Messenger</i> Marshall, Missouri	7,500	Weekly Shopper	ATF Sheet Vari-Printer	<i>Weekly Reminder, The</i> Pierre, S. D.	6,600	Weekly Shopper	ATF Web Vari-Printer ATF Web
<i>Mebane Journal, The</i> Mebane, N. C.	1,762	Semi-weekly	ATF Sheet Vari-Printer	<i>Wilmette Life</i> Wilmette, Illinois	6,500	Weekly	ATF Web Vari-Printer ATF Web
<i>Menlo Park Recorder</i> Menlo Park, Calif.	10,000	Weekly Shopper	ATF Sheet Vari-Printer	<i>Winnetka Talk</i> Winnetka, Illinois	4,500	Weekly	ATF Web Vari-Printer ATF Web
<i>Midcounty Pictorial Review, The</i> Nederland, Texas	1,025	Weekly	ATF Sheet Vari-Printer				
<i>Missouri Herald, The</i> Hagy, Missouri	1,800	Weekly Supplement	ATF Sheet Vari-Printer				
<i>Mount Pukaski</i> Mount Pukaski, Ill.	1,750	Weekly Supplement	ATF Sheet Vari-Printer				

*Newspapers known to have been published in commercial plants at the time of the study.

The shoestring possibilities mentioned earlier are certainly not recommended for longevity in the offset newspaper field or in any other business venture. In many cases, it is stretched too thin. Some of the most presentable offset newspapers ever conceived have died because of under-capitalization.

It was during the 1930-40 decade that offset newspapers made their first noticeable stirrings. Even then, the movement was low in momentum.

Of 16 pre-1941 non-dailies studied, at least nine had survived in 1950. Eldest survivor of this period, and

apparently the granddaddy of all active offset newspapers in America is the *Steele County Photo News* of Owatonna, Minn. It was started in March, 1938, by Carol L. Marx and G. W. Aasgard, using a sheet-fed Webendorfer press.

About the same time the *Steele County Photo News* was setting a precedent in Minnesota, America's first offset daily newspaper was getting off to an ill-fated start in Texas. And the following year, the first successful offset daily in the United States was launched at Opelousas, La.

The surviving tabloid *Ozaukee Press* started a brilliant career at

Port Washington, Wisc., on March 20, 1940. Three weekly newspapers, all more than 50 years old, were already firmly established in Ozaukee County when the offset weekly made its debut.

But in 1945, the *Ozaukee Press* reportedly had 2,500 more circulation than any of the other three. In 1949, DeWitt G. Manley reported in *Modern Lithography* that one of the original three had quit business and that combined circulation of the remaining two was less than the 5,000 reported circulation of the *Ozaukee Press*.

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Offset apparently was headed for accelerated popularity in the newspaper field in 1940 and 1941. Numerous papers were being launched. The war, however, chilled this enthusiasm and caused a number of the new born to fold up. Paper shortages, material shortages, and manpower shortages hit the newcomers hardest.

Like most other things, expansion in the offset newspaper field was frozen for the duration. So far as could be learned, only eight offset non-dailies were established during the war years of 1941 through 1945. One of the war-born papers was the *Temple University News*, published thrice weekly on a commercial-shop web press.

As was observed, offset newspapers entered their period of greatest growth at war's end. Thousands of men in the army and navy received technical training at offset printing while in service. Forty-two post war offset non-daily papers were studied. Of these, three had converted to letterpress publication prior to last summer. They were three of the smallest.

Many of the post war papers were established by service men who were discharged with some savings and strong desires to enter business for themselves.

Some maintain that the war helped the offset newspaper industry. It highlighted the shortage of letterpress printers and linotype operators. It facilitated the training of thousands of men in the techniques of offset printing.

The war also injured the offset newspaper movement. It squeezed out a number of newcomers to the field. War years also saw the price of offset equipment spiral upward.

In 1951, offset printing has made significant inroads in the newspaper publishing industry of the United States. It is the rural and suburban press which has most keenly felt the movement. By dozens of small-town publishers, it is viewed as a blessing.

Sentiments of many small-town offset newspaper publishers were sug-

gested by John J. Mueller, publisher of the offset *Big Picture* in Paragould, Arkansas. Said Mueller: "Litho-offset means *life* to country journalism, which has been dying by the column inch for the past 20 years in a straight jacket of hot lead and free mats."

(The author recently completed the second year of a continuing study of offset newspapers. In this, his first of two articles for MODERN LITHOGRAPHY, he reports on one phase of his research, which was undertaken for the University of Oklahoma Graduate College, School of Journalism.—)★★

QUALITY OFFSET

(Continued from Page 34)

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work—good color work—in a shop that has been limited to black and white, and let it go at that.

The GIs at HGH found and overcame many hurdles in developing their color business. First of all, it is necessary to be able to do the kind and quality of color work which will put you into successful competition with other color printers. Then you have to sell buyers and prospective buyers on your ability to produce what they want at a price which they will find favorable.

Again working from the end product backward, the boys started with their equipment. A press which is used to bat out black and white impressions at maximum speed day after day is hardly one on which to slap a four color process job and expect high quality results. But they found that their small presses would produce good color printing once they set their standards of operation.

They found that color reproduction requires more concentration; no deviations from standards, no relaxing on the job. It means that the pressman must be true to his craftsmanship. An imperfect sheet left in one color run is an imperfect sheet in each succeeding run, no matter how perfect the other three color printings are.

Color printing requires a higher degree of skill exerted over a longer period of time on each individual job, and the men at HGH feel that some pressmen may not be suited to it temperamentally.

With equipment geared for color work, and with adequate personnel to operate it properly, the color lithographer also must take into consideration several additional factors. He needs more working capital, because his money is usually tied up longer in a four-color job than in a black and white one. His cost per thousand impressions is higher. His presses must be kept in top operating condition. String and bailing wire repairs are not efficient in the color printing shop.

There's a great deal to be considered, too, on the sales angle. The

established black and white lithographer will be likely to find that his customers have to be educated on the better results obtainable from color work when he converts his shop. It means giving the facts to the salesmen, so they in turn are in a position to sell black and white customers on the idea that the added cost per unit in color, of direct mail pieces for example, will more than pay for themselves in increased attention value, and in effective results.

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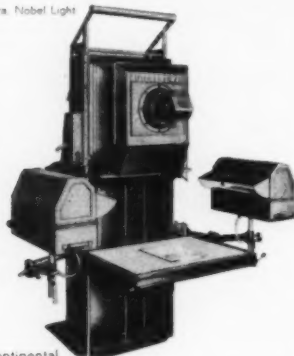
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Help Wanted:

ARTIST WANTED: Trade shop making positives and plates for offset printers desires a Dot Etch artist with knowledge of stripping, in completely equipped plant in small mid-west city. Opportunity to obtain stock in this growing concern. Address Box 718, c/o Modern Lithography.

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LITHOGRAPHIC PLANT MANAGER, 15 years experience, high grade technical education, wants executive or plant management position. Prepared to set up and operate offset division of letterpress plant. Address Box 727, c/o Modern Lithography.

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WANTED—A used motor-driven proof press, preferably one with grippers and side guide, to take 24x28 sheet. Whatever you have, write details. Eastern Etching & Mfg. Co., Chicopee, Mass.

WANTED: Large size photocomposing machine, either Lanston or Rutherford. Willing to pay top cash price for late model machine, with or without chase equipment. Machine not required until Summer but will pay for suitable machine immediately. Address Box 721 c/o Modern Lithography.

WANTED: Hoe or Fuchs & Lang flat bed tin printing press. Miller Dial & Name Plate Co., 781 East Washington Blvd., Los Angeles, California.

WANTED: Multiliths, Davidsons, Folders, Webendofers and Harris Presses. Give make, model and serial number. Top cash prices paid. Tom Darling, Addressing Machine & Equipment Co., 29 East 22nd Street, New York 10, N. Y.

WANTED: Rutherford photo-lettering machine. Jeppesen and Company, Stapleton Airfield, Denver 7, Colorado.

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FOR SALE: Harris suction pile feeder for a Model S5L only. Can replace your present friction feeder. Inspection invited. Address Box 723, c/o Modern Lithography.

FOR SALE: 4-color roll-fed Webendofers press with sheet delivery. Maximum sheet size 18" x 22-5/8". Print size 17-3/4" x 22-1/8". Prints 4 colors one side, or 3 colors one side and one color reverse; or 2 colors 2 sides. Three years old. Excellent condition. \$40,000. Address Box 724, c/o Modern Lithography.

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TECHNICAL BRIEFS

(Continued from Page 57)

and ability to withstand heat. *Printing Abstracts*, 5, No. 12, Dec. 1950, Pg. 555.

*Report On: A Survey Of Eye Efficiency. Dr. J. A. Beiman. *National*

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Lithographer 58, No. 1, January, 1951, Pages 32-3 (2 pages). A program of visual skill testing is being used by the I. S. Berlin Press to assure the most effective use of labor and material. Production has increased and absenteeism dropped by changing the seeing pattern or by changing the individual's job to one he is more suited for visually.

New Method Gives Precise Control In Air Conditioning. *Chemical Engineering* 57, No. 7, November, 1950, Page 200. Describes controlled humidity method which is a system of air conditioning giving complete control of temperature and relative humidity. *ANPA Research Bulletin* 40, February 9, 1951.

***The Measurement Of Relative Humidity.** *Graphic Arts Monthly* 23, No. 2, February, 1951, Pages 50 & 52 (2 pages). Three methods of measuring relative humidity and their advantages are described. They are (1) wet and dry bulb, (2) membrane and filament, and (3) electric hygrometers.

Evaporography. Alexander Murray. *U. S. Patent* 2,503,750. *Official Gazette* 633, No. 2, April 11, 1950, Page 549. The method of printing which comprises coating onto a two-tone negative image formed of a material which absorbs infrared radiation and converts it to heat, a layer of ink which contains a pigment and which is not fluid enough to flow around, at least part of which ink is volatile enough to volatilize under infrared radiation and is fusible and transferable when fusing, uniformly radiating the coated negative with infrared radiation of sufficient intensity and for sufficient time to evaporate all of the volatile and fusible part of the ink from the areas of the coating overlying the infrared absorbing areas of the image without removing it from the other areas of the image, placing a final print support to which the ink will transfer and fuse without hurting the support, in contact with the remaining ink layer, heating the contacting layers to fuse the ink in said other areas into the support to form a positive image therein and removing the negative and all unused ink from the support.

***Silk Screen Process - Its Relation To Lithography.** Herbert O. Sperry.

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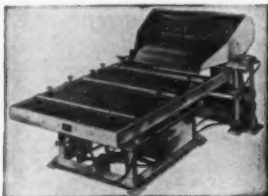
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This chart, composed of four sheets, is 22 1/2 x 26 1/2, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

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National Lithographer 58, No. 2, February, 1951, Pages 28-9 and 88-90 (5 pages). The value of using the silk screen process in addition to lithography is discussed. It is suitable for short runs, large sheets, rush orders, and unusual materials that cannot be produced economically by lith-

ography. By using both processes, a complete campaign can be sold diversifying the products and strengthening the competitive position. A screen processor can correct errors to salvage jobs, and use "Day-Glo" colors which are not available now in lithographic ink form.★★

PHOTO TIPS

By Eugene C. Moysen

Van Nuys, Calif.

★ It is possible to cut down on the water bill and washing time by soaking prints or negatives in several changes of water (instead of wastefully running the water for long periods), and using warm water to speed up washing out the silver salts and hypo.

Research on the subject of washing has disclosed that water at 70 degrees F. is 40% more efficient than at 40, and water at 85 degrees is twice as efficient as at 40 F. for washing out fixing solutions and salts from photographic emulsions.

Also, the paper backing of prints will not absorb an excess of hypo (necessitating long washing periods) if prints are not left in fresh hypo longer than 5 minutes, or 10 minutes in used fixing solutions.

★ The WSAF field photographic units will have in their hands within a year new color processing kits which reduce the former processing time from 90 minutes to only 20. The commercial market can have these kits after our armed forces have been supplied, it is promised.

★ To photograph lightly typed material, lay under the type sheet black paper obtained from film boxes that have been discarded and emptied.

The black paper reduces the glare of the white original, and at the same time adds to the density of the gray type to produce a cleaner negative of greater contrast than is usually obtainable from such weak copy.

★ To make a very effective and economical glass cleaner, add a few

drops of ammonia to a quart of clean, cold water.

★ You're wasting money and raising costs of lithography if you flip sheets of film into the fixing solution for clearing out.

Large, flat-lying, clear sheets of just the right material, are available for one-third the cost of film. For example: One sheet of 20 x 24 inch film costs more than \$1.25. To this add the cost and time for washing and drying after the clearing, whereas the same size of clear sheet, dry and all ready for use, absolutely flat and heavier than a sheet of film would be, costs less than 40 cents.

★ Controlling the highlight and shadow dot sizes is very important in the production of fine halftones. Here's a simple rule to follow when developer temperatures tend to fluctuate during the course of the day: For developer temperatures above normal of 68 degrees, open up the lens diaphragm very slightly for highlight and reduce the shadow exposure about one-third. For below normal readings, close down the lens slightly, for highlight exposures and use about one-third more shadow exposure. It helps when there is no temperature control equipment in the darkroom.

★ After cleaning a master screen tint that is to be used for contact work, hang it on the negative line for a few minutes to allow the lint collected during the cleaning to drop off. Much cleaner contact screens

will result when such precautions are observed.

Incidentally, a good cleaner on the market at this time for negatives contains no acid or water, and is best applied with a wad of cotton, then wiped off with a dry wad.

★ A focusing dial in use for a prominent camera is graduated only to 1 inch at its lowest extremity reading. This of course does not cover fractions sometimes required in smaller reductions, such as eighths or sixteenths.

To get around this shortcoming easily, simply take the numerator of the fractions and use them as whole numbers on the Focusing Dial. Say, for instance, that copy is 7/8" and it has to reduce to 3/8". Take the 7 and line it up against the 3 on the dial, or assume that it is just the same as if the need was to reduce 7" to 3".

Suppose 11/16" is to be reduced to 1/2". Change the 1/2 to 8/16". Of course you must break down the fractions to the same denominator or the system will not work.

Change all mixed numbers to fractions, and use only the numerators for dial readings. It's as simple as that.

★ Greasy stains sometimes appear in highlight areas of photographic prints that are placed under pressure in copyboard frames. These show up prominently in the halftone negative as blobs of tone, unless a simple precaution is followed.

Place the print in position in the copyboard, as usual. Lay strips of cardboard (about one inch wide, long enough to run the length of the section to be shot) close to the picture areas on all four sides. This will take off the pressure of the glass from the print surface as the copyboard is closed, and no more troublesome tones will be seen on the original or in halftones.

★ Halftones being shot for running in lighter colors should not be as tight as for printing in black ink. Carry more tone in the range close to the highlights, and either have little or no dot appear in the shadows.

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Trade Events

National Packaging Exposition. American Management Assn. Atlantic City, N. J., April 17-20, 1951.

Technical Assn. of the Lithographic Industry, annual meeting, Deshler-Wallick Hotel, Columbus, Ohio, May 7, 8 and 9, 1951.

Natl. Assn. of Litho Clubs, annual convention, Hotel Cleveland, Cleveland, Ohio, May 11, 12, 1951.

Lithographers National Assn., annual convention, Monmouth and Essex & Sussex Hotels, Spring Lake, N.J., June 26-29, 1951.

International Assn. of Printing House Craftsmen, annual convention, Boston, Aug. 19-22.

National Assn. of Photo-Lithographers, annual convention and exhibits, Statler Hotel, Buffalo, N. Y., Sept. 5-8.

Litho Schools

CHICAGO—Chicago Lithographic Institute, Glenview House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA CITY—Oklahoma A & M, Oklahoma City, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South, Rochester 5, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

PHILADELPHIA—Printing Institute, 1337 N. Broad St., Philadelphia.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

ST. LOUIS—David Rozhan, Jr., School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
151 East 39 St., New York 16, N. Y.

National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.

Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.

National Association of Litho Clubs
Edward W. Harnish, Pres.
530 Electric St., Scranton, Pa.

Printing Industry of America
James R. Brascett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.

International Assn. of Printing House Craftsmen
P. E. Old, Exec. Sec'y.
128 E. Fourth St., Cincinnati 2

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TALE ENDS

SINCE our Gettystax Address, published here last month, we feel that we have established a high literary standard to uphold. So this month we submit the following, taken from an advertisement of Ray Burns, lithographers, Los Angeles.

TEN little lithographers,
Presses turning fine.
One couldn't estimate,
And then there were nine.

Nine little lithographers,
Working morn and late.
One didn't know his costs,
And then there were eight.

Eight little lithographers,
Trying to stay even.
One forgot to figure paper,
And then there were seven.

Seven little lithographers,
Full of lively tricks.
One slashed his prices—
And then there were six

Six little lithographers,
Trying to arrive.
One gave a *Guesstimate*,
And then there were five.

Five little lithographers,
Charging by the hour.
One charged so doggone low
That then there were four.

Four little lithographers
On a "seller's Market" spree.
One chirped "there's a war on."
And then there were three.

Three little lithographers
Feeling kind of blue.
One over-expanded,
And then there were two.

Two little lithographers,
Wondering how it's done.
One tried "no margin,"
And then there was one.

One little lithographer,
Knowing how to sell,
Giving careful prices,
Gosh, he's doing well!

Greg Barton, former chief chemist with Caspers Tin Plate Co., Chicago, has opened a hobby shop at Palo Alto, Calif., old associates at the Chicago plant have learned.

★

We went and did it. We jarred those learned Encyclopedia Britannica people no end. Britannica, it seems, is supposed to know all about everything under the sun and get it right, first try. In releasing to the press a story about their new British edition,

lithographed in England from reproduction proofs made in Chicago, that venerable, 183-year old institution told the world that Donnelley's produced careful proofs of each of the 25,000 plates in the Encyclopedia Britannica. We thought our readers would like to know just how that huge number of reproduction proofs was obtained. So the Britannica authorities dug in, and lo, when they came up, they had learned all about "32 up" and "print and turn" and things like that. When their feverish pencils had finished the figuring, it turned out that it wasn't 25,000 page plates at all, it was 800, so they had to make only 800 reproduction proofs. (Still a lot of proofs.)



Safe!

LET the other guy make the errors if he wants to. But, as far as current advertising is concerned, play it safe. Don't let them forget you when the present hubbub is over because you "don't need" advertising today. In the field of Lithography, playing it safe means regular advertising in

MODERN LITHOGRAPHY
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Member, Audit Bureau of Circulations

PLAN FOR QUALITY

"only God can make a tree"

... but every printer,

like every paper-maker,

builds his own reputation.

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ASHOKAN
ZENIA
CATSKILL
CANFOLD
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ESOPUS TINTS
ESOPUS POSTCARD

Offset-Litho

HI-ARTS LITHO C.15.
ZENAGLOSS OFFSET C.25.
LITHOGLOSS C.15.
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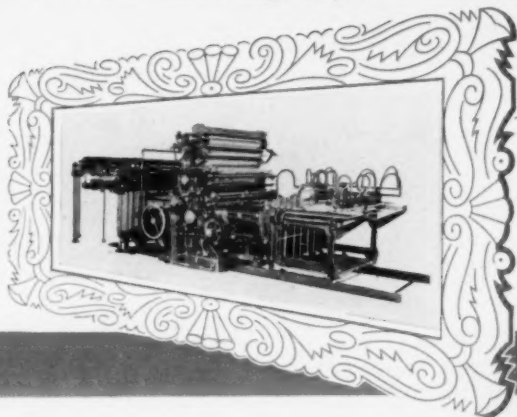
Saugerties, N. Y., New York, Chicago

Send specimens of all work you produce on Cantine Paper to THE CANTINE AWARDS, 345 Madison Avenue, New York 17

WORK HORSES of the Lithographic Industry

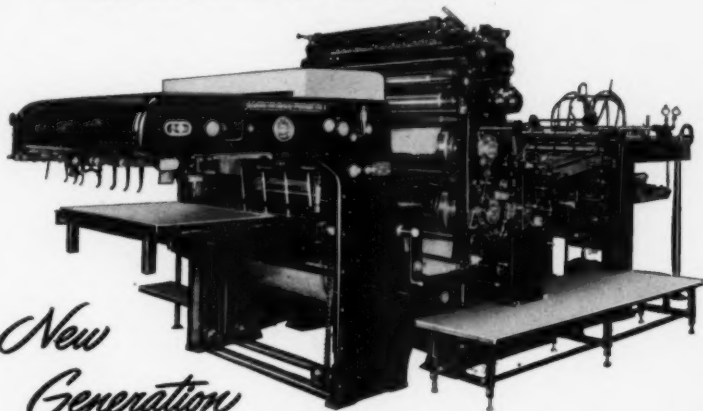
Veteran

For 20 years, the veteran Harris S7L set the pace for an industry. In its prime, guaranteed speed was twice as fast as the letterpress equipment it replaced . . . register was unequalled. "Finest offset press for its size ever built," say many proud owners.



But, good as it was, the S7L is no match for the new generation of Harris lithographic presses. Advanced design . . . fewer interruptions . . . higher speeds . . . are reasons why the new Harris model 145, for instance, puts more salable sheets in the delivery pile every day.

A new Harris press has the productive get-up-and-go to open up new money-making opportunities. Why not calculate the savings 50% higher running speed might mean in your profit picture?



*New
Generation*

*Harris Model 145, Single color 35 x 45" Offset Press
Maximum sheet size 36 x 48"—the most economical size for a 16-page form,
either 8½ x 11" or 9 x 12"*

HARRIS-SEYBOLD

GENERAL OFFICES, DEPT. K, CLEVELAND 5, OHIO